

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

January 25, 1986

a Benn publication

C&D publishes comprehensive PL(PI) list

New contract: judicial review gets go-ahead

Farley go into liquidation

PSNC holds out no change in remuneration from April 1

Results bolster Macarthys in bid battle

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**References:** 1. Howard, F.M., O'Halloran, E. Tess and Creagh, A. (1985) Diarrhoea: After Rehydration, What next? *Human Nutrition: Applied Nutrition*, **39A**, 53-61. 2. Hohenauer, L. (1983) Dietary treatment of acute gastro-enteritis in infants *Monatsschr. Kinderh.* **131**, 1-4.

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## COMMENT

**Two** This week *Chemist & Druggist* publishes a list of medicines for which parallel import product licences have been issued by the DHSS. C&D most recently set out its views on parallel importing in *Comment* on November 30. In it we decried the slow processing of PL(PI) applications by the DHSS, the lack of prosecutions of any persons breaking the then 11-month old import legislation, and the lack of a list against which pharmacists could check the *bona fides* of imported products offered by a new breed of short line wholesaler.

Pressure from various sources, including C&D, caused the DHSS to announce that same week that it was "considering" publishing a list of PL(PI)s. C&D offered to do the job for the Department if it supplied the list — no list has been forthcoming until Tuesday of this week (p121) by which time we had decided to publish a list unilaterally (see p138).

The C&D list collates the PL(PI) licences published in the



licences are held, eg product licences wholesale dealer's licence or manufacturers licence". Quite so! C&D's list should help fill this requirement.

Meanwhile those pharmacists who dispense cheap imported medicines, or take ever higher discounts from pharmaceutical wholesalers and generic manufacturers, encourage the ever-downward spiral of drug prices and of their NHS cheque. This means short-term gains for pharmacists who now beat the discount scale following the demise of the HD scheme, but long-term delight for a parsimonious Exchequer as it sees the global sum left in the contract ripe for pruning. And PSNC seems to detect increased interest from the DHSS.

This week the industry is claiming the loss of some 2,000 jobs post-list — the latest to go are at Searle (p158). The Government seems to want its cake and to eat it. Neither the industry nor community pharmacists are likely to be offered the same privilege.



# PSNC rejects DHSS offers on remuneration

The Pharmaceutical Services Negotiating Committee has rejected all nine options put forward by the Department of Health to settle this year's remuneration package. And because of the failure of the Pharmacists' Review Panel to consider the issues of notional salary and profit formula, chief executive Alan Smith says the annual settlement procedure has broken down already and contractors are unlikely to get any increase on April 1.

"We would rather delay for a few months and get the right result. We will ask the Panel to indicate the date from which it thinks any award should be effective," he said.

The nine remuneration options proposed by the DHSS were based on the present fee and on-cost system, and were rejected because all contained a degree of "economic attrition" for the small contractor.

"The Department is trying to cherry pick from the new contract package," said Mr Sharpe. "We will not allow implementation of those parts which are advantageous to them without limitation of entry and the enhanced Essential Small Pharmacy Scheme."

The present 5p supplementary fee, a temporary addition to the professional fee to take account of underpayments prior to last April, ceases at the end of March. The

Department have offered a new supplementary fee of 3p. The PSNC regard this as unacceptable as it does not take account of all outstanding elements.

New rota fees, oxygen fees, urgent fees and a higher preregistration grant have been agreed. The new payments, up about 5 per cent, come into effect on April 1:-

■ **Rota fees:** Weekdays £6. Sundays, early closing and public holidays £14.

#### Non-

■ <b>Urgent fees:</b>	Resident	resident
Weekdays	£4.75	£6.26
Sundays, early closing, etc	£11.50	£13.75
■ <b>Preregistration training grant</b>	£2,200	

Oxygen fees will increase by 5-6 per cent. Full details are awaited. A detailed response is also awaited on increased payments under the Essential Small Pharmacy Scheme.

The PSNC is continuing to press for the special consideration clause to be reintroduced into the ESPS. A fee related to period of treatment is being sought. More and more doctors are prescribing for longer periods, says PSNC. A payment for dead stock arising from the limited list is being negotiated and will be fed into the balance sheet.

A new public relations consultancy, Profile PR, is taking over PR activity with immediate effect from Braban PR. The agency is headed by Dorothy Drake, director of information at the CBI from 1977 to 1980. PSNC spent £58,000 on public relations last year.

## Glaxo take chemist to court

Glaxo and Allen & Hanburys have launched a High Court copyright action against four companies in the R.H. Ferris retail pharmacy chain, alleging that foreign-sourced Ventolin has been dispensed in counterfeit UK packaging.

The manufacturers say that, as owners of the UK copyright in the distinctive cartons and leaflets accompanying their anti-asthmatic product, and as owners of the A & H trade marks, they have issued proceedings against R.H. Ferris shops at Orpington, Birchington, Aylesham and Westerham, in Kent.

The proceedings are said to be "in respect of infringement of the plaintiffs' intellectual property in the Ventolin cartons and leaflets." Glaxo says it is seeking an interim injunction and, ultimately, damages.

## APC elections

Nomination forms for candidates for the Area Pharmaceutical Committee elections in Scotland have been posted to contractors, full-time contractor employees and full-time hospital pharmacists. Any eligible person who has not received a form should notify the returning officer at 36 York Place, Edinburgh EH1 3HU. The closing date for nominations is February 10.

## Discount storm brewing

The Department of Health is claiming the level of recoverable discount from pharmacists has increased by around 1.5 per cent, says the Pharmaceutical Services Negotiating Committee. But if discounts from parallel imports and generics are taken into account, pharmacists' overall average discount is in excess of 9 per cent, the DHSS alleges.

The PSNC refutes this figure and says it will resist any increase in the discount scale, because most of the alleged discounts are not universally available. "The Department's attitude has always been to average discounts across the board and verify them by a discount inquiry. This would be grossly unfair because of the vast differences in the ability of contractors to obtain discounts on generics and PIs, apart from the general volatility of the market," said chief executive Alan Smith.

But a measure of PSNC's concern is that it is calling for talks with the ABPI, the NAPD and generics manufacturers "to rectify the problem of differential pricing of ethical proprietaries, parallel imports and the intense price competition within the generics market."

The PSNC has a proposal that it hopes will stabilise the system. "A period of stability is needed in order to halt a potentially disastrous situation. It could ruin investment in industry, put at risk an efficient wholesaling sector and unfairly discriminate against the majority of pharmacists," said Mr Smith. He called for an end to differentials in price for some brands between the hospital and retail sectors.

The Department of Health currently recovers around £80m from contractors, with the discount scale averaging 5.9 per cent. An increase of 1.5 per cent would allow the DHSS to recover an additional £20m.

Estimates on the level of parallel importing vary wildly between £50m and £100m, but assuming the market to be worth £75m, giving an average discount of 20 per cent, this gives £15m of discount that the Department are aware it is not recovering.

With the current level of aggressive marketing in the generics sector, estimates of discounts of some £10m below Drug Tariff prices are feasible. This gives a total of £125m of discounts, or 9.25 per cent of the current net ingredient cost of £1,340m

## PL(PI) list: C&D goes into print

Chemist & Druggist this week publishes a comprehensive list of the individual PL(PI)s which have been issued by the Department of Health. The list gives a breakdown of which companies hold licences, and for which products (p137-144).

C&D's list will be updated regularly and it is hoped to incorporate it in the monthly *Price List*. This week's list gives all PL(PI)s issued (as far as we are aware) to January 10.

Co-incidentally the Department of Health has also published this week a consolidated list of products and their EEC sources which are currently the subject of PL(PI)s. The list is being provided "to assist enforcement action against those dealing in unlicensed products, as a short term measure until the PL(PI) licensing system has settled down".

The DHSS list will be updated monthly and is being issued to representative organisations such as the NPA, PSNC, PSGB, NAPD, CCA and ABPI and those applying for PL(PI)s. It is not being sent directly to contractors.

The covering letter from Mr G Franks, head of the Department's licensing and enforcement branch, concludes by saying he would "welcome any information supplied about suspected trading in unlicensed products and will instigate and institute appropriate enforcement action".

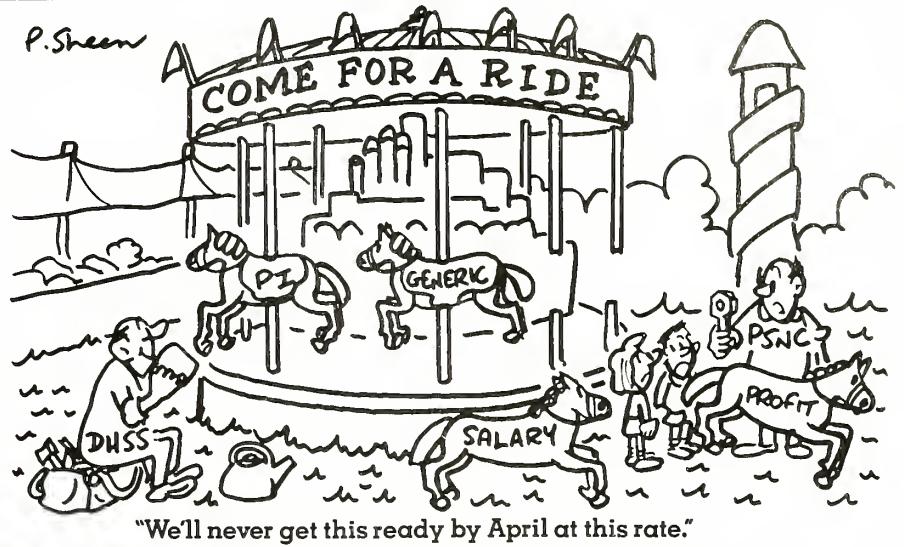
Both lists are published in response to pressure from the profession, wholesalers and manufacturers.

## The trouble with concentrators...

Disturbing reports that oxygen concentrators are being installed in the houses of low usage oxygen patients in some areas are reaching the Pharmaceutical Services Negotiating Committee.

Contractors are asked to report any such cases to the PSNC Office in Aylesbury. Concentrators are only cost effective in patients using oxygen over 15 hours a day, and should not be prescribed for those using less than eight hours oxygen daily, says the Drug Tariff.

FPCs authorise and administer the installation of concentrators, but do not appear to be checking usage, said PSNC chief executive Alan Smith.



## Go ahead given for judicial review

The Pharmaceutical Services Negotiating Committee has been granted leave to proceed with a judicial review on whether the Minister of Health has adequate powers under current legislation to introduce the new contract.

The case is expected to be heard within the next three months. The PSNC is still hopeful that legislation will be introduced to implement the contract. The action will be withdrawn if it is.

■ The DHSS has denied an alleged statement by under secretary Tom Luce that the new contract "was dead and never to be revived". In a letter before Christmas Charles Flynn, joint acting secretary of the BPA (UK), said Mr Luce had confirmed to him that the contract was dead.

## Hoechst withdraw Merital

Hoechst UK has voluntary withdrawn its anti-depressant drug Merital (nomifensine).

This action has been taken in the interests of patient safety and with the full knowledge of the DHSS. The product licence has been relinquished and supply of the product will cease.

In recent weeks the number, nature and severity of the reported haemolytic anaemia reactions have been such that it was considered that the risks of using Merital were no longer outweighed by the benefits. The adverse reactions of particular concern are acute (immune) haemolytic anaemia, with intravascular haemolysis, a type of reaction which may have a rapid onset.

The company wrote to all doctors on Tuesday advising patients discontinue

current treatment immediately. Letters are being sent to all pharmacists and wholesalers recalling stock.

The Hoechst UK has had reports of eight deaths associated with the drug since its introduction in 1977. Three were associated with haemolytic anaemias. The Committee on Safety of Medicines has received in this period 543 reports of suspected adverse reactions.

## Feldene defended

A leading rheumatologist gave reassurance on piroxicam on Tuesday.

Dr Andrei Calin, consultant rheumatologist, Royal Hospital for Rheumatic Diseases, said the general feeling among his colleagues was that there was no cause for concern about the drug's possible gastrointestinal side effects, bearing in mind its efficacy, short term tolerance and long term safety.

He was speaking at a Press conference held by Pfizer to put in perspective reports associating Feldene with increased risk of GI side effects (C&D January 4), p5.

## Westminster PR

PSNC chairman David Sharpe and chief executive Alan Smith spent 35 minutes in front of the Conservative back bench health committee on Tuesday, explaining the new contract debacle.

The committee were asking probing questions rather than aggressive ones, Mr Sharpe told C&D. Minister for Health Barney Heyhoe was later due to address the committee.

On Wednesday Mr Sharpe and Mr Smith were due to meet Liberal health spokesman Archie Kirkwood (who took a pharmacy degree but never qualified), along with Dr Colin Virden and Mr W.S. McConnell, from the Scottish Pharmaceutical General Council.

## PSGB and NPA establish closer relationship...

Co-operation and unity in community pharmacy was the theme of a visit to the National Pharmaceutical Association by Dr T.G. Booth, president of the Pharmaceutical Society, and Mr John Ferguson, its secretary and registrar, on January 16.

Mr Ferguson said it was the first in what he hopes will be a series of contacts between the two organisations: "We discussed ways in which we can co-operate. We recognise that the interests will not always be the same, but we have to make sure each can understand the other's point of view". This was echoed by NPA director Tim Astill who added: "There must be better and closer co-operation between the NPA and the Society, so that wherever possible, pharmacy should be seen to be strong and united".

## ...as DHSS and NPA co-operate

The Department of Health and the National Pharmaceutical Association are each to contribute at least £35,000 to advertise the availability through pharmacies of the leaflet "What parents can do about drugs". The DHSS produced leaflets will be available in April and May as part of the national pharmacy health care scheme announced last week (see C&D last week, p 76).

NPA director Tim Astill says that an agreement has been reached in principle and that, subject to final approval by the board, the NPA will be diverting around £35,000 of its advertising budget to the campaign. A similar sum will be spent by the DHSS, again after final approval, making a total of at least £70,000 available.

Last year the Government announced a major commitment to combatting drug abuse and the NPA approached the DHSS of Health with the idea of using the pharmacy to distribute information on the subject. Mr Astill says: "It is a breakthrough for pharmacy and recognition by the Government that given a major education programme of this size, the pharmacy is a good way of getting the information from civil servants to the



NPA chairman Peter Taylor (right) greets PSGB president Dr Geoff Booth. Looking on are NPA director Tim Astill (left) and PSGB secretary and registrar John Ferguson

It was the first visit to Mallinson House for Dr Booth, and for Mr Ferguson since his appointment as secretary and registrar. Previously Mr Ferguson had been a member of the Mallinson House staff for five years (1962-67). In 1965 he became deputy secretary, a post to which Mr Astill was appointed when Mr Ferguson left to go to New Zealand as secretary and registrar to the Pharmaceutical Society of New Zealand.

public".

He sees no reason why other health education subjects in which the Government has an interest should not be approached similarly. Recent examples include the rubella and whooping cough inoculation campaigns.

Internally NPA will be looking further at the drug abuse issue. "It is an important and natural subject for pharmacy and the NPA board has been concerned for sometime to involve pharmacists in the fight against drug abuse," says Mr Astill. Members who have been asked to address parents or teachers on the subject have contacted NPA for advice. Talks are underway with PR consultants Reginald Watts about producing tapes, slides and notes for members to use in this way.

The Pharmaceutical Society is also looking into the production of a video on the same subject.

## GP dispensers too expensive?

The Dispensing Doctors Association says that employing dispensers in addition to other necessary staff is difficult for many practices on the current staff allowances.

Chairman Dr David Roberts says that if qualified dispensers could be employed at the usual reimbursement rates it would

## Script charges to rise by 10p?

Prescription charges look set to rise 10p following the publication of the Government's Public Expenditure White Paper giving spending plans for the next three years.

Prescription charges will have to increase to £2.25 by 1987 — up £0.10 this year and £0.15 next, predicts *The Times*, to keep up with an anticipated rise in NHS charges from £326m to £430m. The rises of 6 per cent and 12 per cent respectively — are above the inflation rate but well below last year's 25 per cent increase.

On a brighter note, the White Paper shows spending on Hospital and Community Services increasing by £650m to £510.4bn in 1986-87. And total spending on the Family Practitioner Services is to rise by £250m to £3.9bn by 1987 and should reach £4.4bn by 1989, said Social Services Secretary Norman Fowler.

In the guidelines being issued to health agencies, priority is given to implementing cancer screening by 1988, developing plans to stop AIDS spreading and improving services for drug users, said Mr Fowler.

bring greater convenience to patients, according to a report in *General Practitioner*.

Dispensing doctors in Scotland have received a revised fee scale. Those dispensing 100 prescriptions or less a month will receive 75 pence per prescription. At the top of the scale doctors dispensing between 1,751 and 2,000 prescriptions a month will receive £0.52, with a reduction of £0.01p for every 250 additional prescriptions. The fees take effect from June 1, 1985.

## Dry PL(PI) run for Macarthys

Macarthys claim not to have changed their policy on parallel imports despite having applied for some PL(PI)s.

Last Summer Macarthys Laboratories Ltd were granted a licence for imported Motival. They applied for PL(PI)s for four other medicines but these were not obtained.

A company spokesman told *C&D* that the licences were sought purely as a "marketing intelligence exercise" to find out how the procedure worked and how strict the requirements were. The applications were made with the UK manufacturers' knowledge. He added that Macarthys' policy was not to become involved with parallel imports unless forced into it by market conditions. No more licence applications had been submitted.

## Benzodiazepines

Benzodiazepines comprise a new Schedule 4 to the Misuse of Drugs Regulations 1985 laid before Parliament last week.

The Regulations (SI 1985 No 2066 HMSO £3.30), which come into effect on April 1, make 33 benzodiazepines Controlled Drugs which are exempted from prohibitions on import, export and, when in the form of medicinal products, possession. Producers, exporters and importers are subject to record-keeping requirements. Community pharmacists will not be required to keep invoices, but they will have to do so for barbiturates which are now listed in Schedule 3. Schedules 4 and 1 to the 1973 Regulations are re-enacted as Schedules 1 and 5. The new Regulations also enable patients prescribed CDs to return these drugs to pharmacists, doctors and dentists or, in the case of animal medicines, to vets, for destruction.

Midwives are authorised to possess and administer any CDs which they are not prevented from supplying by the Medicines Act.

The Misuse of Drugs (Safe Custody) (Amendment) Regulations 1985 (SI 1985 No 2067, HMSO £0.40) exempt benzodiazepines, together with ethchlorvynol, aminophylline, mazindol, meprobamate, methyprylon, pentazocine, phentermine and their salts from safe custody requirements. These Regulations come into effect on April 1.

## Opportunity knocks

Good to see our Pharmaceutical Society being active in co-ordination with the Health Education Council and the Family Planning Association to launch the pharmacy health care information centres (last week p76). I have to echo the Editor's comments then — for retail pharmacists, opportunity knocks. We seem to have moved from having to struggle individually to let customers know the full breadth of what we could do for them. Now other agencies, noting our worth, are offering us help. Indeed, it is clear that having grasped the value of our qualifications coupled with our unique availability — on every High Street, in every suburb, as yet in most small country towns — a number of worthwhile bodies are anxious to get our co-operation. I am planning where to site the Family Doctor booklets stand along with the new NEC leaflet dispenser we are being asked to display. A separate, dedicated spot will have to be established somewhere near the dispensary.

Incidentally I have been given a marvellous collection of pamphlets currently distributed by New Zealand pharmacists, which cover in clear English a whole variety of commonly asked about conditions. They are better than anything I have ever seen before; and they treat the readers as people of some intelligence. Is it possible our new registrar and secretary has brought this splendid idea with him?

Finally, what a pleasing surprise to find the Department of Health willing to sponsor an anti-drug abuse drive through us. What a myriad of faces has our DHSS!

## Slowly backwards

I looked at the news of the Pharmaceutical Services Negotiating Committee discussions with the DHSS last week with interest (p 76). I have to agree there seem to be two distinctly different approaches to contract negotiations at present. To my surprise PSNC appears to want to ignore any agreements reached, but not implemented because of Government perfidy. It is negotiating on the previous old-fashioned terms of increased Basic Practice Allowance, notional salary and on-cost — ie to "build on what we've got, rather than what we fancy". The DHSS, however, reckons that as we agreed to a new parcel, anything that doesn't conform

to it ain't on the agenda. That they couldn't deliver cuts no ice apparently.

I can understand, too, PSNC being less than pleased at the planned replacement of the chairman and one member of the Pharmacists' Review Panel without consultation. But it may take some comfort at the sight of Government disarray at present. A Cabinet, apparently composed of "yes" men, turned out to have the odd turning worm, although I don't think that is what they are calling him. Even so, I'm glad I'm not one of our negotiators.

## Another change

You know, reading Pharmaceutical Society reports is suddenly becoming a worthwhile thing. Incredible! The Society is to come out openly and oppose the proposed Shops Bill! Better still it is to take active steps via a meeting with the Department of Health to gain powers to control the standards of premises, equipment, storage, cleanliness and hygiene of pharmacies. Modestly, I claim no credit for this, merely pointing out that for the last umpteen years I have been angry and frustrated at our lack of control. Now, at last, our ship is being hove to and a new course examined.

## Jumpers!

There is a nice discussion opening up concerning the ethics of the leapfrogger. You know perfectly well how I feel about it, although with the new contract tantalisingly in sight then out of sight, the arguments could become academic this year. However, most of us would give a degree of support to the proposed resolution for the coming branch delegates meeting, being submitted by the Leicestershire branch. "That the uncontrolled opening of pharmacies is likely to bring the profession into disrepute, and pharmacists involved in opening a new pharmacy to the detriment of the existing service should be declared in breach of the Society's Code of Ethics."

Just to be difficult I would like to see it amended to something like: "... opening where need cannot be demonstrated and which would seriously threaten the viability of existing satisfactory pharmacies." A problem in any blanket ethical condemnation is that it takes no heed of local circumstances, particularly as in the absence of any effective control by the Society over the standards of existing premises, there could be a crying need for a substandard pharmacy to be replaced.

## Lexpec syrups with iron and with iron-M

Manufacturer R.P. Drugs Ltd, R.P.D. House, Yorkdale Industrial Park, Braithwaite Street, Leeds LS11 9XE

**Description** Dark brown syrups with fruity odour and taste. Lexpec syrup with iron contains folic acid 2.5 mg and elemental iron 80 mg as ferric ammonium citrate in 5ml. Lexpec syrup with iron-M, contains folic acid 0.5 mg and elemental iron 80 mg as ferric ammonium citrate in 5ml

**Uses** Prevention and treatment of iron-deficiency anaemias of pregnancy.

Prophylaxis of megaloblastic anaemia of pregnancy

**Dosage** Adults One or two 5ml spoonfuls daily before food throughout pregnancy and during the first month following parturition

**Contraindications** Megaloblastic anaemia due to primary vitamin B<sub>12</sub> deficiency

**Warnings** May cause mottling of the teeth and manufacturers recommend that the mixture is taken through the straws provided

**Side effects** Those associated with conventional oral iron preparations — nausea, vomiting, diarrhoea and/or constipation — are less likely to occur

**Precautions** As for other iron preparations

**Supply restrictions** Prescription only

**Packs** 125ml bottles. Lexpec syrup with iron (£3.20), Lexpec syrup with iron-M (£3.00 both prices basic NHS)

Issued January 1986

## Pancrease capsules

Manufacturer Ortho-Cilag

Pharmaceuticals Ltd, Saunderton, High Wycombe, Bucks HP14 4HJ.

**Description** Hard white gelatin capsules printed 0095 on the body, containing enteric coated microspheres of porcine pancreatic BP equivalent to pancrelipase USP. Each capsule has not less than 330 BP units of protease activity, 2,900 BP units of amylase activity and 5,000 units of lipase activity

**Uses** Exocrine pancreatic deficiency as in cystic fibrosis, chronic pancreatitis, post-pancreatectomy, post-gastrointestinal bypass surgery and ductal obstruction from neoplasm

**Dosage** Adults and children One or two capsules during each meal and one

capsule with snacks. Occasionally a third capsule may be required during meals. The capsules may be opened if necessary, but the beads should not be chewed or crushed

**Contraindications** Hypersensitivity to pork protein. Safety during pregnancy not established

**Side effects, warnings** Most frequently gastrointestinal. Allergic type reactions have been observed

**Packs** 100 capsules (£15.98 basic NHS)

**Supply restrictions** Pharmacy only

**Product licence** PL 76/129

Issued January 1986

## BRIEFS

**Xanax 0.5mg tablets** will shortly be changing in appearance to pink, ovoid-shaped tablets scored on one side and marked "Upjohn 55" on the other. *Upjohn Ltd, Fleming Way, Crawley, West Sussex.*

**Rimactazid Tablets** "150" and "300" are now marked "CG" instead of "CIBA". The markings on the reverse side remain unchanged. *Ciba Consumer Pharmaceuticals, Wimblehurst Road, Horsham.*

**Nubain (nalbuphine) injection** is now indicated in the management of pain due to suspected myocardial infarction. The recommended dose is between 10 and 30mg by slow intravenous injection, with 20mg within 30 minutes in the absence of relief. Nubain may also be administered by a patient controlled on demand intravenous infusion. *Du Pont (UK) Ltd, Wedgwood Way, Stevenage, Herts SG1.*

### Cartons of 20 Tagamet injection

ampoules are to replace the two shrink-wrapped packs of 10. *Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY.*

**All new packs of Tagamet syrup** will include a measuring beaker incorporating 10ml and 20ml graduation marks, representing doses of 400mg and 800mg respectively. *Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY.*

**Dermalex lotion** is now available from Sanofi (UK) Ltd, following their purchase of the Dermalex Company. The 100ml and 250ml with pump dispenser remain available at unchanged prices. *Labaz Sanofi (UK) Ltd, Floats Road, Wythenshawe, Manchester M23 9NF.*

**The indications for Calmurid solution (C&D December 14, are dry scalp conditions and not as stated, "as for other Calmurid formulations."** *Pharmacia Ltd, Pharmacia House, Midsummer Boulevard, Milton Keynes MK9 3HP.*

## New look for Mackenzies

Mackenzies smelling salts are being repackaged next month to maximise sales impact while retaining the traditional image. Bottles (£0.83) will be individually cartoned and presented in a counter display unit of 12. Consumer advertising is to be extended this year with promotion through the women's Press and gardening journals from the end of January to November. The display unit and a special bonus offer for February is available from *Cox Pharmaceuticals, Whiddon Valley, Barnstaple, Devon EX32 8NS.*

## Derbac new sizes

Derbac liquid is now available in 165ml and 55ml sizes, replacing the 155ml and 50ml packs. The prices are unchanged. *International Laboratories Ltd, Wilsmore Road, Alton, Hants GU34 2TJ.*

## Balmain move

Network Management are to market and distribute Parfums Balmain, the fragrance collection from House of Balmain, in the UK. *Network Management Ltd, 50 London Road, Brentford, Middlesex TW8 8JL.*

## Numark offers

The February Numark promotion will include:-

Band-Aid plasters, Blue II disposable razors, Contour cartridges, Cow & Gate baby meals, Gil cartridges, Harmony hairspray, Nice 'N Easy, Nivea creme, lotion and extra light, Numark shampoo and conditioner, luxury soft toilet tissue, Nusoft all-in-one shaped elasticated nappies, Pennywise, Robinsons pure baby juice, Cream Silk, Imperial Leather soap, Impulse body spray, Kleenex for men, Super 3 and regular tissues, Libra press on towels, Macleans toothpaste, Nusoft panty liners and slim towels, Oral-B toothbrushes, Ribena blackcurrant health drink, Silkiene shampoo and hairspray, steradent tablets and powder and Wella Styliste conditioning mousse and gel.

Family care specials include:-

Actal tablets, Anadin maximum strength and extra, Beecham Hot Lemon and Powders, tablets and capsules, Disprin and Disprin Junior, Fenox drops and spray, Halls mentholiphtus stickpacks, K-Y Jelly, Listerine antiseptic mouthwash, Mac Lozenges and Mac Extra, Numark day cold relief, night cold relief, and expectorant cough relief, Nurofen, Optrex lotion and drops, Clearine drops, Eye Dew Blue and Clear, Panadol tablets, caplets and soluble tablets, PR Spray and Vicks Vapourub, Sinex spray and coldcare capsules.

Exclusive to Numark chemists on this promotion will be a special Marks & Spencer voucher offer of £5 for every 10 cases ordered of promoted Crookes products. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire BA12 9JU.*

## Further training from Maws

Maws are extending their range of baby training items with the addition of four new products. Presented in the same packaging style as existing products, the items are made of durable plastic and are all dishwasher proof — although they must not be boiled.

Maws starter travelling cup (£0.95) has a watertight cap and a snap-on feeder spout. The cup is made of transparent plastic with measuring gradations.

The starters warming bowl (£2.50) has a suction base. The two-compartment bowl has a rim to prevent spillage and a warm water jacket. A two-handled mug (£1.05) has handles that are angled so that the mug is held in the correct position for feeding.

Maws training plate (£1.25), recommended for children aged three to eight, complements the Maws cutlery and has a non-slip surface and raised rim.



A simple silicone teat is being launched to complement the Resolve teat. Packed in single blister packs the teat (£0.52, cases of 24) is available in three sizes and can be used with most wide-neck feeding bottles, the company says.

Both the teat and the training items will be heavily supported by a £250,000 "feeding systems" advertising campaign, featuring both new and existing products. Advertisements will appear in specialist

baby and women's Press from March to October. Two commercials will be featured in the Bounty Vision scheme. The new products will also be sampled through Maws hospital detailing service.

For larger accounts the company is offering a free standing display stand (5ft 11in high, 2ft 6in wide and 1ft 6in deep). *Ashe Laboratories Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey.*

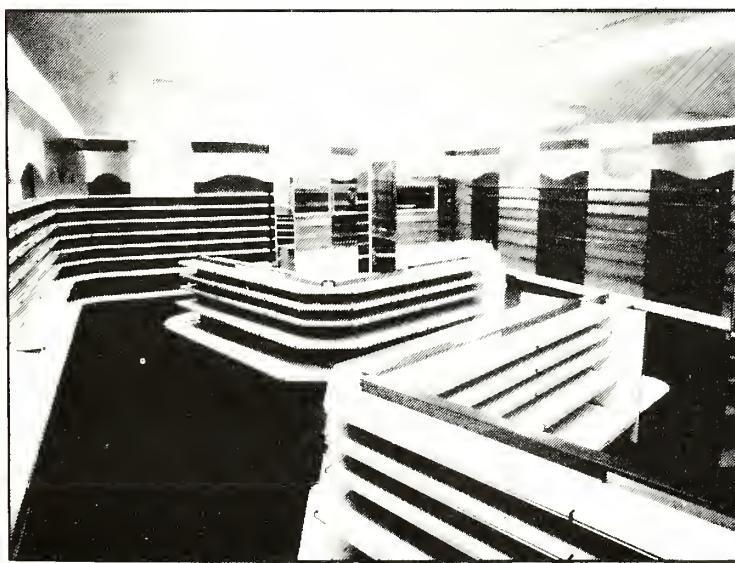
## More Babysoft

Stuart Edgar have introduced baby toiletries to their Babysoft range.

Available in 250ml bottles, the four items are: baby lotion, oil, shampoo and baby bath. They retail at around £0.49 each, except baby oil which is £0.79, and are available to the retailer in shrink wrapped cases of 12 bottles. In a flat, oval bottle, the toiletries are packaged with a waterproof paper label to the front and back, and a dispensing closure. *Stuart Edgar Ltd, South Lancashire Industrial Estate, Bryn, Nr Wigan, Lancs WN4 8DE.*

# Modisplay

## The Space Planners



Modisplay pride themselves on having a professional approach to shop-fitting founded on a thorough knowledge gained over the last twenty years.

Modisplay offer the complete service including Store design and planning, manufacture and installation of probably the finest and most versatile system available. Each installation is specifically designed to meet all your requirements, manufactured in our own factory and installed by one of our expert fitting teams.

The next time you refit or are opening a new shop, consult the experts and take the worry out of shop-fitting — Call in Modisplay.

### Value for money shelving systems

Telephone: 01-805 6240

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Company

Address

Name

Tel

Modisplay (Shopfitting) Ltd.  
1 Lockfield Avenue, Enfield, Middlesex EN3 7QE  
Tel: 01-805 6240



## Kodak blitz 35mm market

Kodak this week announced the introduction later this year of two new 35mm colour films, three compact 35mm cameras, two mini-labs, two colour papers and a developer. These products mark the company's commitment to meet consumer needs in the worldwide 35mm market in 1986 and beyond, Kodak say.

Kodacolor gold 100 and 400 films with "richer, more saturated colour" will be available from May in the UK. The films will replace equivalent Kodacolor VR films in May (same price) and have higher contrast.

The 35mm compact cameras will be available in the UK from July. The top-of-the-range 35AF2 camera model (around £130) is fully automatic — focussing, flash, exposure and film wind and rewind. It has a four-element f/2.8 glass lens and it takes DX coded films.

The 35AF1 camera (around £80) is also a highly automated model with built-in

electronic flash. It also takes DX coded films, focusses automatically, controls exposure electronically and automatically winds and rewinds the film. The 35EF camera will sell for around £45 and has electronic built-in flash, fixed exposure and easy film loading.

The Kodak mini-lab system 25 and the mini-lab system 40 offer dry-to-dry process cycles of less than 27 minutes — both combine self-contained film processing, printing and paper processing, in compact units. The equipment requires no external plumbing.

System 25 is manufactured by Noritsu and will be available in September. System 40 is built by Copal and will be launched in May. Both have been designed to optimise the potential of the new Ektacolor 2001 paper. It offers improved colour saturation, as well as whiter whites and incorporates a number of technical improvements that make it easy to process and, combined with the new range of chemicals, the company says.

Ektacolor 2000 paper (availability date to be announced later) is designed for traditional photofinishing operations and offers the same features and technical benefits as '2001' paper, say *Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU*.

cleansing/moisturising and helping prevent nappy rash by maintaining a pH level of between six and seven, thus neutralising the effect of urine on skin, the company says. The baby shampoo and foam bath (£1.25) is a mild shampoo that doubles as a bath additive, and can also be used as a body wash. Both products are packed in 250ml flip top plastic bottles. *Cannon Babysafe Ltd, Lower Road, Glemsford, Suffolk CO10 7QS*.

## Taking Cox on holiday...

Cox Pharmaceuticals are advertising a selection of their family medicine product range in the summer edition of the major tour operators' travel guides, which are sent to holidaymakers six to eight weeks before their departure. Cox say approximately 1.4 million families will get a guide this year.

The advertisement features products that might be needed on a first aid basis — digestive mints, soothing cream, antiseptic cream, pain relief tablets, decongestant tablets and vitamins. Cox *Pharmaceuticals, Whiddon Valley, Barnstaple, Devon EX32 8NS*.

## Avent gets toiletry range

Cannon Babysafe have launched a range of toiletries under the Avent name, to complement the range of feeding equipment launched last year.

The range consists of a lotion (£1.40), which performs the dual role of

## Passport to Riches goes on

Unichem's February Passport to Riches promotion features:

Disprin, Dispril, Vespri towels, Tampax, Gillette Contour razor cartridges, Gil razor cartridges, Blue II, Silkince shampoo, Beechams Powder and Hot Lemon cold remedy, Kleenex For Men and Super, Strepsils, Karvol inhalant capsules, Robinson's Baby Juice, Colgate toothpaste, Farley's Rusks, Harmony hairspray, Dr Whites, Limmits, Canderel.

The profit power promotion is available on the following:

Mentholiptus, Brylcreem mousse, Dextranol tablets, Silvirkn shampoo, Doan's Backache Pills, Vasogen cream, Poly Hi-Lights, Listermint, Corimist hairspray, Johnsons powder/soap/lotion/bath/shampoo/buds, New Crest and Tartar Control toothpaste, Rinstend pastilles/gel, Meggezones, Zino corn removal pads, Fixo corn removal pads, self adhesive corn round and oval, Gillette Platinum, Naturelle gel/Hi-Style, Sensodyne toothpaste, Vicks Sinex/Coldcare capsules/lozenges/vaporub, Maws Simpla sterilizing tablets, Sweetex tablets/dispenser, Milupa infant foods, Soft & Gentle roll-on, Interdens sticks, Lanacane, Pears soap, Impulse body spray, Erasmic sticks/foam, Freestyle mousse, Studio Line/fixing spray/styling gel/fixing gel, Labello lip salve, Elastoplast pre-cut plasters, Bisodol, Preparation H, Camay soap, Zest soap, Alberto VO5 shampoo and hot oil candy jar, Imperial Leather soap, Deepheat, Mentholatum.

### Sundries available:

Maws baby care range, Addis hairbrushes, Reach toothbrush, Red Kooga and Grangewood range, Waterfull capsules, Jordan toothbrush range, Feverscan, Unichem own brand feeding bottle/teat/booth brush, thermometers, shaving brushes.

*Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

## Braun slashed

Braun are offering 10 per cent off all their products during February. The promotion will be publicised by 25 million coupons in the national Press. To claim consumers have to return the coupon with proof of purchase to *Braun Electric UK Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex*.

## ON TV NEXT WEEK

G Grampian	U Ulster	STV Scotland (central)
B Border	G Granada	Y Yorkshire
C Central	A Anglia	HTV Wales & West
CTV Channel Islands	TSW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees
C4 Channel 4	BT TV-am	

### Actifed compound/linctus:

Altacite Plus: C,A,HTV,TSW,TVS,Bt

Aspro Clear: STV,Bt

Benylin expectorant: All areas

Benylin paediatric: Y,C

Bisodol: A

Contac 400: C4,Bt

Crookes Karvol: All areas

Crookes Strepsils: All areas except CTV,Bt

Cussons Imperial Leather: All areas

Day Nurse capsules: All areas except Bt

Dimotapp: HTV,TVS,TTV

Duracell:	All areas
Eucryl toothcream:	LWT
Grecian cream:	TT
Grecian lotion:	Y
Hedex:	All areas
Hills balsam & pastilles:	C,TTV,Bt
J&J baby shampoo:	All areas except Y
Lipcote:	T
Mac Extra:	All areas except Bt
Marigold housegloves:	STV,G,Y,HTV,TSW,TVS,TTV
Mu-cron:	All areas
Night Nurse:	All areas except Bt
Nurofen:	All areas
Optrex: G,Y,C,HTV,TVS,LWT,TTV,TT,C4,Bt	
Pecaudouce Babyslips:	All areas
Rennie:	All areas
Robitussin:	All areas
Sensodyne:	All areas
Setlers:	All areas except Bt
Sinutab:	All areas
Venos:	All areas except Bt
Wrights vaporizer:	Bt



10  
**Every 12 seconds, someone buys a tube of Dentu-Creme.**

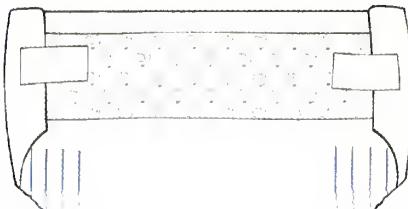
Last year, denture wearers bought more Dentu-Creme than ever before, with brand share jumping to 16% in chemists.

Our £1m TV advertising starts in February so you can be sure sales will continue to multiply.

**STAFFORD-MILLER**

# Nappiness is a

Mums know that Peaudouce BabySlips keep a baby drier, longer. They like the specially shaped, extra thick padding and the four gentle strands of elastic around the legs. Mums have made BabySlips the No. 1 nappy brand.



Now we've introduced the new Superfit Band. This unique feature means Mums can adjust the tapes around the waist time after time until the fit is perfect. And as every Mum knows the better the nappy fits, the less it leaks.

This simple truth will be told with charm and clarity in a major national campaign lasting throughout the year. The main emphasis will be on TV, with a great new commercial on air from March. We're backing this up with Posters, Consumer Press, special promotions and heavy sampling. There won't be a mum in the country who won't know that BabySlips with the new Superfit Band are the most advanced, best-fitting nappy in the world.

Deliveries of BabySlips with the Superfit Band in Super, Maxi and Extra sizes are commencing now.

See that your Mums get their share of Nappiness.



PEAUDOUCE (UK) LIMITED RYE PARK INDUSTRIAL ESTATE · RYE ROAD  
HODDESDON HERTS EN11 OEL · TELEPHONE: 0992 445522

# Superfit Band.





## Big sell for Senselle...

LRG Products are launching a vaginal lubricant called Senselle, to be distributed only through the chemist trade.

Years of research into women's attitudes to contraception have shown that vaginal dryness is a problem common to over three million women, says the company, and is something almost all women can experience at some time in

## Oral B brush up on packaging

Oral-B have introduced a new merchandising system for their toothbrushes. The modular unit holds all brands of toothbrushes, says the company, and is designed to reinforce the catch-line "the toothbrush more dentists use."

New packaging has also been introduced, intended to give stronger brand identity with a new logo style, colour-coding, "modern" graphics and a larger window size to let consumers see the brush head. *Oral B Laboratories, Gatehouse Road, Aylesbury, Bucks HP19 3ED.*

## Simplicity offer

Kimberly-Clark are supporting Kotex Simplicity with a cash or coupon promotion.

Purchasers can choose between receiving either £1 in cash or six 25p-off next purchase coupons in return for three proofs of purchase from packs of 20s or five from packs of 10s while stocks last.

their lives.

Senselle helps vaginal dryness by supplementing the body's own moisture level. It is safe to use, non-greasy, non-staining and colour free, LRC say. The product is available in three sizes: a trial size of 15ml (£0.99), 30ml (£1.79) and 60ml (£2.89). A 30 per cent margin is being given. The trial size is initially being offered at £0.45, while stocks last.

An "extensive" PR campaign aimed at consumers and the medical profession and £250,000 advertising in the women's Press will back the launch. A series of consumer leaflets are available, aimed at problem groups. A reader sampling offer will be made through the women's Press. Advertising will appear in *Woman's Own, Family Circle, Cosmopolitan, Living and She*. LRC will also be sampling through family planning outlets.

A display unit is available for POS, which will hold all three sizes and an accompanying leaflet on vaginal dryness.

The product was launched in Holland in 1980 and has received considerable commercial success there. Women particularly encounter vaginal dryness during pregnancy and the menopause. It can also occur during menstruation making tampon insertion difficult, say *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

"The prime objectives of the promotion are to reward the loyalty of existing users and stimulate increased trial purchase," said Kimberly-Clark personal care division's marketing manager, Chris Porter. *Kimberly-Clark Ltd, Larkfield, Kent.*

## Melodie lingers

Peaudouce are spending £200,000 on a one-week burst of television advertising in all areas for Babyslips. The "Melodie" commercial will appear on ITV and Channel 4 from January 24 and forms part of the major advertising campaign throughout 1986 with more television advertising, posters and women's Press planned, the company says. *Peaudouce (UK) Ltd, Rye Road, Hoddesdon, Herts.*

From February 3, David Anthony Pharmaceuticals are taking over the authorised distribution in the UK of the following 3M Health Care Products: Super Plenamins tablets; Bisma Rex tablets and powder; Mulcets tablets; BN liniment; Codural tablets; brewers yeast tablets, and iron and brewers yeast tablets. *David Anthony Pharmaceuticals Ltd, Edwards Lane, Speke, Liverpool L24 9GH.*

## Soothing news from Griptight

Lewis Woolf Griptight are re-introducing the Hushmaster all-rubber soother dropped from their Nursery soother range in 1983.

The Hushmaster (£0.45) is made in one piece in pure latex and is available individually packed on a hanging card which follows the bright Nursery style.

Mike Jackson, Lewis Woolf Griptight's sales manager, says: "The product was discontinued because we felt it no longer fitted in with the soother range. However, following consumer and trade reaction since its disappearance, we are reintroducing it." *Lewis Woolf Griptight Ltd, 144 Oakfield Road, Birmingham B29 7EE.*

## New face for Simple look

The Simple range is "putting on a new face" for 1986, with packaging intended to give greater impact. Research has shown that Simple's appeal has broadened to women of all skin types, not only those with sensitive skins, say Albion Soap.

The new packaging, available from April, retains the original brown and white, softened by the use of a new honey



shade with graduated toning and white edging. The new logo incorporates colour coding for each of the skin care products. The hand and body lotion has been reformulated and will be packed in a bottle (150ml, £1.55) instead of a tube, to match the other skin care products.

A nationwide television campaign on Channel 4, costing £1.2m, starts in the Spring and runs through to December. It will be backed with a promotional support programme including on-pack offers and bonuses for retailers. *Albion Soap Co Ltd, 113 Station Road, Hampton, Middlesex TW12 2DY.*

# Names they respect in packs they'll admire.

Such famous, impactful products like these, virtually sell themselves.

BUTTERCUP SYRUP comes in a brand new pack this season, with the strong and appealing Buttercup design. We'll be advertising it nationally for the first time with an intensive 4-week campaign on TV AM for the month of January. We'll be telling your customers loud and clear how Buttercup Syrup is the traditional way to soothe and relieve irritating coughs.

BUTTERCUP SWEETS, both flavours, Honey and Lemon and Original Recipe come in a new pack. So handy. So soothing. Anytime.

LIQUFRUTA Garlic, Blackcurrant and Honey & Lemon flavours are

three of the most natural ways to soothe sore throats and troublesome coughs.

GALLOWAY'S Cough Syrup doesn't have a new pack. But how could we improve on such a distinctive design, or on its strong reputation?

To complete the eye-catching picture, we'll also be supplying you with P.O.S. for each brand to move the products out of your shop even quicker.

So stock up with some of the most trustworthy family cough remedies in Britain, now.

And make the packs that work for us work for you, too.



A member of the LRC International Group



## Redesigned to reduce sickness

Janssen have redesigned their counter pack for Stugeron and have a range of new point-of-sale material available for pharmacies including shelf barker and edger. And full patient instructions and barcode now appear on-pack.

In addition, pharmacies purchasing three outers (72 packs) will receive one outer free, providing 50 per cent POR, say Janssen. The company claim a 25 per cent share in the OTC travel sickness market. *Janssen Pharmaceutical Ltd, Grove, Wantage, Oxon OX12 0DQ.*

## Watching the women's Press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines are divided into weeklies (W), monthlies (M), and teenagers' (Y).

Addis Wisdom:	M
Alberto Jojoba:	M Y
Silk:	Y
Take 4:	Y
Elizabeth Arden Millenium:	M
Beecham Ambrosia Rice:	W
Brylcreem:	Y
Day Nurse:	W
Germoloids:	W
Ralgex:	W
Shaders & Toners:	Y
Yeastvite:	W
Brodie & Stone Jolen:	M
Carnation Slender:	W
Chattem Mudd:	Y
Thomas Christy Skin Care:	Y
Clinique:	M
Combe Lanacane:	W Y
Vagisil:	M Y
Cow & Gate:	W
DDD Blisteze:	W
Dentinox:	W
Eyleur 10-0-6:	Y
HJ Heinz Babyfood:	W
Houbigant Ciao:	M
Lutece:	M

ICC Seclodin:	Y
Janssen Acnidazil:	Y
Johnson & Johnson KY Jelly:	W
GR Lane Quiet Life:	W M
Larkhall Labs Omniped:	W
Estee Lauder:	M
Lilia White Dr Whites:	Y
Lil-lets:	Y
Nelson Homoeopathic Medicine:	M
Newton Bikini Bare:	Y
Nicholas Aspro:	M Y
Feminax:	Y
Numark:	W
L'Oreal Biotherm:	M
Parim Fidgi:	M
Reckitt & Coleman Senokot:	W
Revlon:	M
Richardson Vicks	
Night of Ulay:	M
Oil of Ulay:	M
Rimmel:	W Y
Robins Chapstick:	Y
Helena Rubinstein Armani: Existance:	M M
Yves Saint Laurent:	M
Schwarzkopf:	Y
Marie Stopes:	Y
Tampax:	Y
Uniclife TCP:	W Y
Unipath Clearblue:	W Y
Vichy:	M
Wassen Selenium Ace:	W Y
Wella:	Y



The Strabane branch of Connors Chemist won an Amstrad home computer and appropriate accessories for their display in the Tambrand "3p off" promotion. Tambrand area sales manager Martin Kelly and Northern Ireland sales representative Vic Cole presented the prize to branch manager Martin Ryan.

## Seven Seas' one month pack

Seven Seas multivitamins and minerals are now available in a 30-capsule tub, providing one month's supply (£1.39). Both 30- and 60-capsule sizes can be purchased in a multipack unit together with multivitamins and minerals with ginseng extract capsules. *Seven Seas Health Care Ltd, Marfleet, Kingston-upon-Hull HU9 5NJ.*



## Prosport protect fingers and toes

Two new products — foam tubes and protection pads — have been added to the Prosport range of sports healthcare products.

Foam tubes, (£0.99) are designed to protect fingers and toes. They are made of foam and lined with stockinette and are soft and pliable so as not to restrict movement, say Seton. "They can be easily cut to the required length to fit neatly onto the affected area with no additional strapping, and are available in small, medium and large sizes."

Protection pads (£1.99) are designed to protect against pressure and rubbing, and can be applied to any areas of skin where this is likely to occur. Made of closed cell foam, pads come in "surround" rings to alleviate pressure and as complete pads to cover the whole area. They are available in pre-cut assorted shapes and sizes and, in un-cut sheets which can be cut-to-measure. They have an adhesive backing to keep them in place. *Seton Products Ltd, Tubiton House, Medlock Street, Oldham, Lancs.*

## Safety plus for Vantage bleach

Vestric are introducing a new household bleach to their Vantage own label range.

The "new look" bottle incorporates a child safety cap, and Vantage are the first symbol group to offer this type of closure, say Vestric. The bottle size for the relaunch has increased from 750ml to 1 litre (£0.33).

"Vantage are again in the forefront regarding product packaging innovation. The child safety cap will help to reduce the number of unnecessary cases of accidental swallowing of harmful substances, suffered by children every year," says Paul Aspinall, Vantage product manager. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

For the very best in  
Haircare Accessories ...  
....Pick a card!

*Lady Jayne*

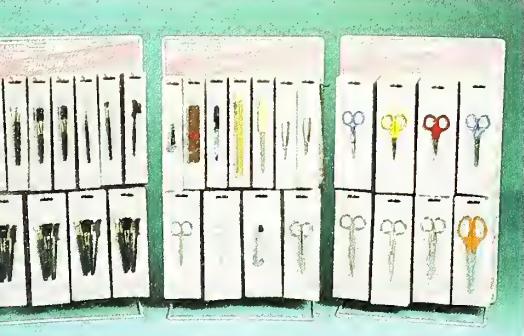


LAUGHTON, ENGLAND

Pack Pat No 1534 273

1J025

Laughton & Sons · Warstock Road  
Birmingham B14 4RT



## Numark add Finishing Touches

A sundries range called Finishing Touches is to be introduced by Numark comprising manicure products, beauty brushes and scissors.

All the products are blister-packed for visibility with a pink, white and grey background and displayed on a free merchandiser stand.

The manicure range comprises 6in manicure sticks, 2in nail scissors, cuticle scissors, chrome-plated steel toe nail clippers, Sheffield toe nail scissors, 6ins sapphire files, pocket-size nail clippers with nail file, pocket-size emery boards, 4½in nail files and straight and angled

eyebrow tweezers.

The beauty brush range comprises foam applicators, eyeshadow brushes, blusher brushes, lip brushes, two-in-one eyebrow combs and five Finishing Touches beauty brushes as a complete set.

The scissors range includes 5in nurse scissors, and all-purpose scissors, 6½in household scissors, manicure scissors, 4in chrome-plated scissors with rounded blades for children and baby scissors.

Packed within the composite merchandised stand will be a free prize draw voucher. Anyone purchasing three stands and sending in three vouchers will qualify for a free personal stereo (worth £14.95), and will also have three chances to win a Panasonic video cassette recorder, worth £25, in the free draw. Each range will qualify for one chance.

Other prizes in the grand draw include 26 Citizen Quartz watches, worth £44 each, and 48 Phillips three-hour VHS video tapes, worth £5.95 each. The first 150 draw entrants will also receive a Parker Slinger pen. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

## ICML pitch in with golf balls

During February, Independent Chemists Marketing Ltd are offering three Titleist golf balls free with every six assorted cases of Hanx mansize tissues, Nusoft 150s tissues, Nusoft toilet tissues and Nusoft kitchen towels in addition to a case bonus and consumer savings.

Additional promotions include 50p off Nusoft all-in-ones toddler 30s; 11p off baby wipes 80s and medicated nappy liners; 10p off nursery wool 250g and feeders; 8p off teats 3s and Sunpure decaffeinated coffee; 7p off pleats 170g and puffs standard white 50s; 6p off puffs standard coloured 50s; 4p off puffs economy coloured 100s, economy white 100s, nursery wool 100g, pleats 50g and concentrated orange juice; 3p off nursery wool 50g, slim towel 10s, panty liners 30s, soothers 25s and single teats; 2p off Hanx mansize tissues, 150s tissues and kitchen towel and 1p off twin pack toilet tissue.

Special bonuses will be available on Nucross tablet cartons, sterile dressing pack and gauze swabs, bronchial catarrh syrup 100ml, codeine linctus 200ml, Gees linctus 200ml, paracetamol elixir 100ml, paracetamol 100s and pholcodine linctus 100ml. The February offers are available from *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts, BA12 9JU.*



## Cool new image

Cussons are relaunching their cold cream soap with a new shape and updated packaging.

The new packs have been designed to protect the existing franchise while projecting a "more up to date image" with the use of a new model shot and improved graphics, the company says.

The new bar has a softer shape and a particularly good size impression, say Cussons. The company, which is introducing special four-packs, says the retail price will remain the same. *Cussons UK Ltd, Kersal Vale, Manchester.*

## Hedex gets £1 ¾m nine-month push

Sterling Health are advertising Hedex nationally on television until September. The total spend is £1 ¾m and the company says, that the campaign is the longest-ever period of television exposure for the brand.

Explains senior product manager Tom Ray: "By spreading our advertising budget more evenly across the year, we aim to provide more customers with a purchase stimulus at the time of their next purchase."

The campaign follows the theme introduced in a regional pilot last Autumn, highlighting the speed of dissolution of the Hedex caplet. The difference is due to the use of finer crystals, say Sterling Health. The three 30-second commercials depict Hedex and non-soluble analgesics in racehorse/carthorse, motorbike/pushbike and racing car/"old banger" formats.

The television campaign is complemented by a range of in-store display material, including counter unit, trigger cards, shelf strips and window showcard, now available from representatives. *Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS.*

## Pulsation range

Pulsations is Elizabeth Arden's Spring make-up collection for 1986. The mood focuses, says the company, on "sizzling tones", bright blues, yellows and magentas for lips, cheeks, nails and eyes.

Lips are coloured in four bright hues: purple vibrations, pink vibrations, coral vibrations and peach vibrations in lipcreme form (£4.50); and as glossover (£4.00). Eyes are given a modern, futuristic approach in yellow and bold blue. New shades are thunder, vibrating blue, lemonfire, trembling teal and limefire, which are part of the powder perfection for eyes range (single, £5.50); and passionate violet/passionate pink in powder perfection for eyes (duo, £7.50).

For cheeks, colours are vibrating pink, trembling orchid and trembling coral, included in the powder perfection for cheeks range (£7.50).

And nails are in chilled gold, chilled orchid and fuchsia fever, in the nail perfection collection (£3.95).

Pulsations will be available from the end of February. *Elizabeth Arden Ltd, 13 Hanover Square, London W1R 0PA.*

# FAST MOVING PROFIT!



Gem hair care is a range of value for money, quality products that your customers will be back for time and time again.

Just look at the choice they have... Gem Hairspray is available in Normal and Extra Hold, both with added Conditioner.

Gem Styling and Conditioning Mousse with Jojoba, conditions as well as styles and leaves hair non-greasy.

Gem Frequent Wash Shampoo with Silk is really kind to the hair and scalp. And Gem Frequent Use Conditioner with Silk is the most gentle you can recommend. Both are available in 75ml easy-to-use tubes.

For the younger person, Gem Styling and Setting Gel is a line that lets them experiment with those more modern styles and it comes in a 100ml clear jar. Last of all, our popular Gem Dry Shampoo is available in the 'trimline' can. All products are beautifully packed for extra appeal, so your customers will be moving them off your shelves really FAST...

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## Gem

The value  
for money  
haircare range  
that moves  
off the shelf  
**FAST!!!**

LOOK OUT FOR THE SUPERB  
GEM BODY SPRAYS AND ANTI  
PERSPIRANT DEODORANT  
SPRAYS.



# NEW!

## ONLY FROM WASSSEN

Manufacturers of Selenium-ACE and Pollen-B.

New nutritional tablets containing organic iron bound in yeast cells for maximum absorption.

**High Iron Yeast**  
(One-a-day Diet Supplement)

Tablets containing:  
High Iron Yeast 375 mg (12 mg Iron 100%)  
\*Recommended Daily Amount.

Food Supplement

*High Iron Yeast*



One months supply: £2.25  
Three months supply: £4.65

New nutritional tablets containing organic iron bound in yeast cells for maximum absorption as in food.

Iron is an essential component of blood. The functions of iron are oxygen transport and oxygen utilisation. There is an increased dietary requirement for iron for many women, adolescents and those on a diet. Yeast bound iron has been found to be an effective and pleasant way of supplementing the diet.

**High Iron Yeast**

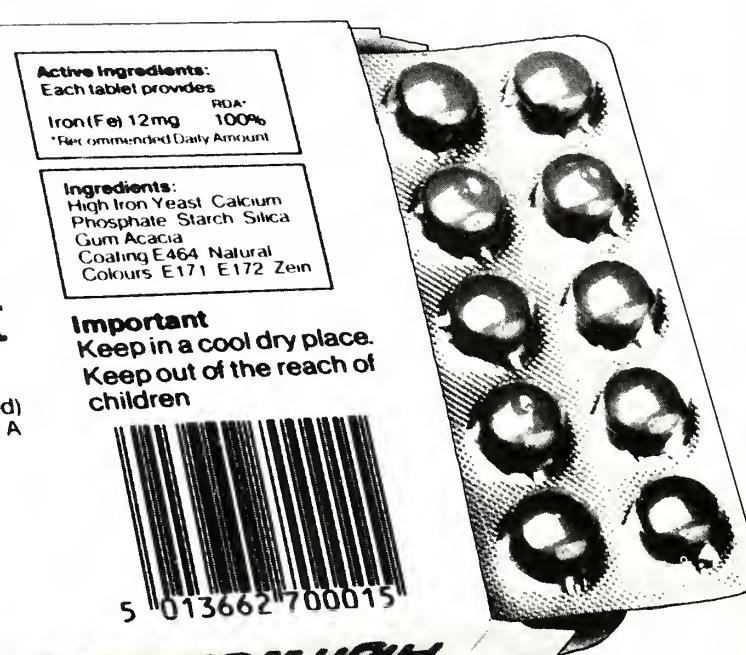
Directions for those over 12 years of age:  
One tablet to be swallowed (with liquid if required)  
ideally, half - an - hour before a main meal. A regular course is recommended.

Prepared and packed in Great Britain.  
Wassen International Limited,  
The Mole Business Park,  
Leatherhead, Surrey, England.

Active Ingredients:  
Each tablet provides  
Iron (Fe) 12 mg RDA\*  
100%  
\*Recommended Daily Amount

Ingredients:  
High Iron Yeast Calcium  
Phosphate Starch Silica  
Gum Acacia  
Coating E464 Natural  
Colours E171 E172 Zein

Important  
Keep in a cool dry place.  
Keep out of the reach of children



5 013662 700015

High Iron Yeast

Sole distributors to the Chemist Trade: De Witt International Limited,  
Seymour Road, London E10 7LX · Telephone 01-539-3334 · Telex 897816

# MEDICINES LICENSED FOR PARALLEL IMPORT

**Aeropax (International) Ltd, trading as  
Stephar BV**

PL/4259/0011	Acupan 30mg tablet	Nelopam hydrochloride 30mg
PL/4259/0026	Adalat	Niledipine 10mg
PL/4259/0027	Adalat Retard 20mg tablet	Niledipine 20mg
PL/4259/0018	Aldomet 250mg tablet	Methyldopa BP 250mg
PL/4259/0019	Aldomet 500mg tablet	Methyldopa BP 500mg
PL/4259/0020	Alrheumat 50mg capsule	Ketoprofen 50mg
PL/4259/0162	Amoxil 500mg capsule	Amoxycillin trihydrate BP 520mg (= amoxycillin 500mg)
PL/4259/0121	Androcur	Cyproterone acetate 50mg
PL/4259/0176	Betaloc 100mg tablet	Metoprolol tartrate 100mg
PL/4259/0177	Betaloc SA 200mg tablet	Metoprolol tartrate 200mg
PL/4259/0165	Betim 10mg	Timolol maleate 10mg
PL/4259/0009	Blocadren 10mg tablet	Timolol maleate 10mg
PL/4259/0153	Bolvidon 30mg	Mianserin hydrochloride 30mg
PL/4259/0017	Brulen 400mg tablet	Ibuprofen BP 400mg
PL/4259/0052	Capoten 25mg tablet	Captopril 25mg
PL/4259/0053	Capoten 50mg tablet	Captopril 50mg
PL/4259/0073	Cinobac	Cinoxacin 500mg
PL/4259/0090	Clinoril 100mg tablet	Sulindac 100mg
PL/4259/0088	Clinoril 200mg	Sulindac 200mg
PL/4259/0085	Cordarone X 200mg tablets	Amodarone hydrochloride 200mg
PL/4259/0039	Corgard 80mg tablet	Nadolol 80mg
PL/4259/0113	Daktacort cream 15g + 30g	Miconazole nitrate 2 w/w, Hydrocortisone 1 w/w
PL/4259/0032	Danol 100mg	Danazol 100mg
PL/4259/0038	Danol 200mg	Danazol 200mg
PL/4259/0166	Dicynene tablets 500mg	Ethamsylate 500mg
PL/4259/0059	Dolobid 250mg	Dilunisal 250mg
PL/4259/0091	Esbatal 10mg tablet	Bethanidine sulphate 10mg
PL/4259/0172	Fenopron tablets 600mg	Fenopron calcium 694.65mg (= 600mg fenopron)
PL/4259/0118	Floxapen 250mg capsules	Flucloxacillin sodium (= flucloxacillin base 250mg)
PL/4259/0163	Floxapen 500mg capsules	Flucloxacillin sodium 525mg (= flucloxacillin 500mg)
PL/4259/0086	Fluanxol	Fluphenazine hydrochloride 0.5mg
PL/4259/0063	Froben 50mg	Flurbiprofen 50mg
PL/4259/0064	Froben 100mg	Flurbiprofen 100mg
PL/4259/0137	Hydergine 4.5mg tablet	Dihydroergotoxine mesylate 4.5mg
PL/4259/0145	Hydergine 1.5mg tablet	Dihydroergotoxine mesylate 1.5mg
PL/4259/0029	Imodium 2mg capsule	Loperamide hydrochloride 2mg
PL/4259/0014	Imuran 50mg tablet	Azathioprine BP 50mg
PL/4259/0128	Inderal LA 160mg capsule	Propranolol hydrochloride BP 160mg
PL/4259/0041	Indocid 50mg	Indomethacin BP 50mg
PL/4259/0044	Indocid R 75mg	Indomethacin BP 75mg
PL/4259/0077	Lederlen 300mg capsule	Fenbufen 300mg
PL/4259/0089	Madopar 125mg	Levodopa 100mg, benserazide hydrochloride 28.5mg (= 25mg base)
PL/4259/0037	Moducren	Timolol maleate 10mg, hydrochlorothiazide 25mg, amilodine hydrochloride 2.84mg (= 2.5mg)
PL/4259/0126	Motival tablets	Fluphenazine hydrochloride BP 0.5mg, nortriptyline hydrochloride BP 11.4mg (= 10mg base)
PL/4259/0033	Natrilix 2.5mg tablet	Indapamide hemihydrate 2.5mg
PL/4259/0100	Nolvadex 10mg tablet	Tamoxifen citrate 15.2mg (= 10mg base)
PL/4259/0046	Opticrom	Sodium cromoglycate 20mg



## PL (PI)s granted by DHSS

**The Department of Health has issued PL(PI)s for the following imported medicines, listed alphabetically under company names.**

The information has been compiled from lists of product licences published in *The London Gazette* up to and including January 10. All are Prescription Only Medicines unless otherwise indicated.

PL/4259/0042	Parlodol 2.5mg	Bromocriptine mesylate 2.87mg/ = base 2.5mg)
PL/4259/0147	Praxilene 100mg capsule	Naltidrolyl oxalate 100mg
PL/4259/0188	Primolut N	Norethisterone 5mg
PL/4259/0155	Prothiaden 25mg capsule	Dothiepin hydrochloride BP 25mg
PL/4259/0152	Prothiaden 75mg	Dothiepin hydrochloride 75mg
PL/4259/0068	Pro-Viron	Mesterolone 25mg
PL/4259/0035	Salazopyrin 500mg tablets	Sulphasalazine 0.5mg
PL/4259/0112	Septrin 480mg	Sulphamethoxazole BP 400mg, trimethoprim BP 80mg
PL/4259/0174	Sepirin adult suspension	Sulphamethoxazole BP 400mg, trimethoprim BP 80mg
PL/4259/0122	Stromba	Stanozolol 5mg
PL/4259/0125	Surgam 200mg tablet	Tiaprolenic acid 200mg
PL/4259/0015	Tagamet	Cimetidine 200mg
PL/4259/0123	Tenoretic 125mg tablet	Atenolol 100mg, chlorthalidone 25mg
PL/4259/0116	Tolranil tablet 10mg	Imipramine hydrochloride BP 10mg
PL/4259/0007	Trasicor 80mg tablet	Oxprenolol hydrochloride 80mg
PL/4259/0164	Vermox tablets	Mebendazole 100mg
PL/4259/0016	Visaldix	Pindolol BP 10mg
PL/4259/0170	Visken 5mg	Clopamide 5mg
PL/4259/0005	Voltarol 50mg tablet	Diclofenac sodium 50mg
PL/4259/0006	Voltarol retard 100mg tablet	Diclofenac sodium 100mg
PL/4259/0067	Zyloric 100mg tablet	Allopurinol BP 100mg
PL/4259/0156	Zyloric 300mg tablet	Allopurinol BP 300mg

### Alan Pharmaceuticals Ltd

PL/5401/0036	Adalat	Niledipine 10mg
PL/5401/0028	Aldomet 500mg tablet	Methyldopa BP 500mg
PL/5401/0080	Androcur	Cyproterone acetate 50mg
PL/5401/0108	Artane 2mg tablet	Benzhexol
PL/5401/0107	Brufen 400mg tablet	Hydrochloride 2mg
PL/5401/0055	Capoten 50mg	Captopril 50mg
PL/5401/0038	Clinoril 100mg tablet	Sulindac 100mg

PL/5401/0090	Colofac	Mebeverine hydrochloride 135mg
PL/5401/0083	Daktacort Cream	Miconazole nitrate 2w/w, Hydrocortisone 1w/w
PL/5401/0057	Danol-½ capsules	Danazol 100mg
PL/5401/0088	Esbatal	Bethanidine sulphate BP 10mg
PL/5401/0084	Fenopron 600mg	Fenopron calcium 694.65mg (= 600mg fenopron)
PL/5401/0070	Fluanxol 0.5mg	Flupentixol dihydrochloride 0.5mg
PL/5401/0006	Froben 50	Flurbiprofen 50mg
PL/5401/0007	Froben 100mg	Flurbiprofen 100mg
PL/5401/0043	Imodium	Loperamide hydrochloride 2mg
PL/5401/0058	Indocid 50mg capsules	Indomethacin BP 50mg
PL/5401/0040	Kinidin durules	Quinidine bisulphate 250mg (= 200mg quinidine sulphate)
PL/5401/0076	Lioresal 10mg tablet	Baclofen 10mg
PL/5401/0013	Moducren	Hydrochlorothiazide 25mg, amilodine hydrochloride 2.5mg, timolol maleate 10mg
PL/5401/0098	Motival	Fluphenazine hydrochloride BP 0.5mg, nortriptyline hydrochloride 11.4mg BP, (= 10mg base)
PL/5401/0101	Nolvadex	Tamoxifen Citrate 15.2mg (= Tamoxifen 10mg)
PL/5401/0014	Parlodol 2.5mg tablet	Bromocriptine mesylate 2.87mg (= 2.5mg base)
PL/5401/0053	Parlodol 10mg	Bromocriptine mesylate 11.47mg (= 10mg base)
PL/5401/0024	Septrin tablet	Trimethoprim 80mg, sulphamethoxazole 400mg
PL/5401/0019	Sinemet 110	Levodopa 10mg, carbidopa 10mg
PL/5401/0026	Tegretol 200mg tablet	Carbamazepine BP 200mg

### API (Suppliers) Ltd

PL/5848/0026	Adalat 10mg capsule	Niledipine 10mg
PL/5848/0318	Adalat 10mg capsule	Niledipine 10mg
PL/5848/0628	Adalate capsule	Niledipine 10mg
PL/5848/0123	Aldomet 250mg tablet	Methyldopa BP 282.50g (= 250mg anhydrous methyldopa)
PL/5848/0114	Aldomet 500mg tablet	Methyldopa 566mg (= anhydrous methyldopa 500mg)
PL/5848/0016	Allegron 10mg tablet	Nortriptyline hydrochloride BP 10mg
PL/5848/0006	Allegron 25mg tablet	Nortriptyline hydrochloride BP 25mg
PL/5848/0096	Alrhumat 50mg capsule	Ketoprofen 50mg
PL/5848/0178	Androcur 50mg tablet	Cyproterone acetate 50mg
PL/5848/0170	Artinam 200mg tablet	Tiaprolenic acid 200mg
PL/5848/0062	Baycaron	Melruside 25mg
PL/5848/0293	Bisolvon 8 tablet	Bromhexine hydrochloride 8mg
PL/5848/0279	Blocadren 10mg	Timolol maleate 10mg
PL/5848/0037	Blocadren 10mg tablet	Timolol maleate 10mg
PL/5848/0011	Brunel 400mg tablet	Ibuprofen 400mg
PL/5848/0294	Burnex Leo 1mg tablet	Bumetanide 1mg
PL/5848/0212	Capoten 25mg tablet	Captopril 25mg
PL/5848/0179	Capoten 50mg tablet	Captopril 50mg
PL/5848/0101	Cinobac capsule	Cinoxacin 500mg
PL/5848/0224	Clamoxyl 250mg capsule	Amoxycillin trihydrate BP 260mg (250mg amoxycillin)
PL/5848/0223	Clamoxyl 500mg capsule	Amoxycillin trihydrate 573.89mg (= amoxycillin 500mg)
PL/5848/0053	Clinoril 100mg tablet	Sulindac 100mg
PL/5848/0133	Clinoril Forte 200mg	Sulindac 200mg
PL/5848/0093	Clomid 50mg tablet	Clomiphene citrate BP 50mg
PL/5848/0113	Cordarone tablet	Amiodarone hydrochloride 200mg

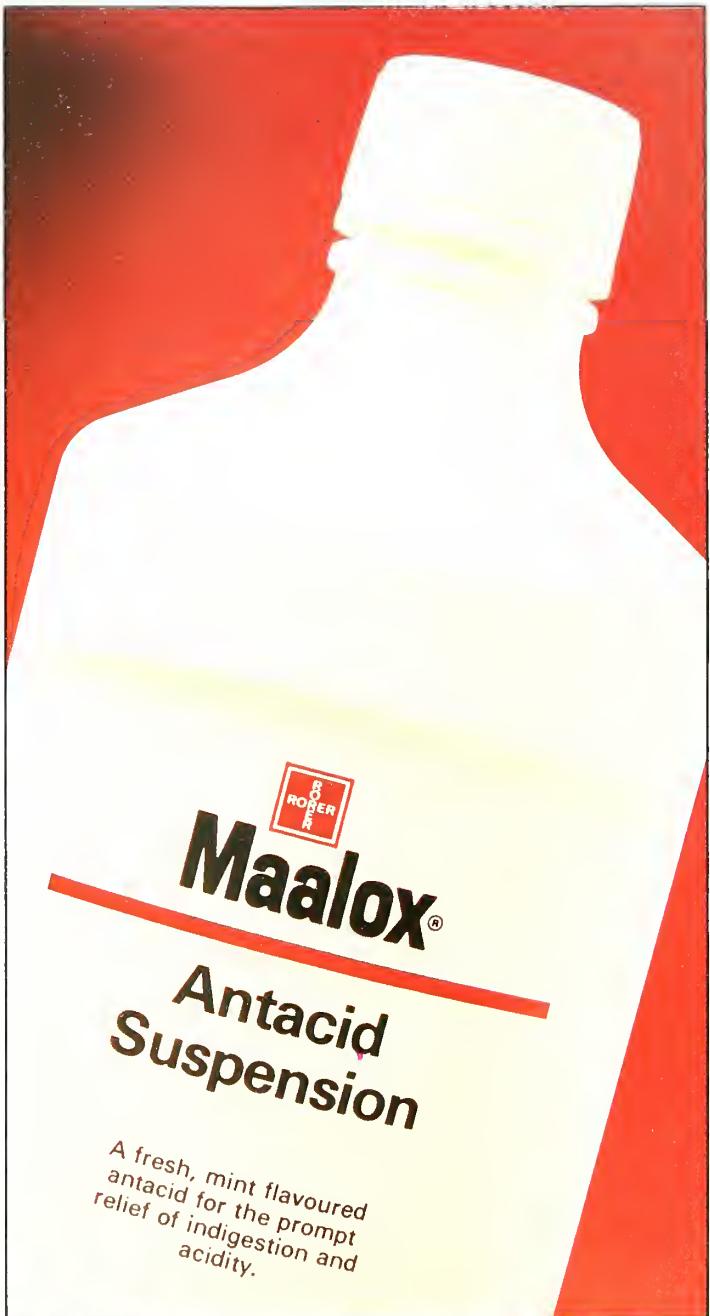
PL/5648/0052	Corgard 80mg tablet	Nadolol 80mg	PL/5848/0036	Penbrin 500mg	Ampicillin trihydrate 580mg (= ampicillin 500mg)
PL/5848/0057	Corlan 2.5mg pellets	Hydrocortisone sodium succinate BP 3.35mg w/w, hydrocortisone 1% w/w	PL/5848/0125	Praxilene 100mg capsule	Nafthofuryl oxalate 100mg
PL/5848/0043	Daktacort cream	Miconazole nitrate 2% w/w, hydrocortisone 1% w/w	PL/5848/0256	Primolut 5mg tablet	Norethisterone 5mg
PL/5848/0103	Daktarin tablet	Miconazole 250mg	PL/5848/0198	Prothaden 75mg	Dothepin hydrochloride BP 75mg
PL/5848/0085	Dalmadorm 15mg	Flurazepam monohydrochloride 16.4mg	PL/5848/0274	Provera 5mg tablet	Medroxyprogesterone acetate 5mg
PL/5848/0072	Dalmadorm 30mg	Flurazepam monohydrochloride 32.8mg	PL/5848/0264	Rofemid 100mg capsule	Ketoprofen 100mg
PL/5848/0019	Danatrol 100mg capsule	Danazol 100mg	PL/5848/0260	Seloken Durettes	Metoprolol tartrate 200mg
PL/5848/0013	Danatrol 200mg	Danazol 200mg	PL/5848/0321	Septrin adult suspension	Sulphamethoxazole BP 400mg, trimethoprim BP 80mg
PL/5848/0098	Doblobid 250mg	Diflunisal 250mg	PL/5848/0289	Septrin Forte tablet	Trimethoprim BP 160mg, sulphamethoxazole BP 800mg
PL/5848/0214	Duspatalin 135mg tablet	Mebeverine hydrochloride 135mg	PL/5848/0188	Sinemet 100mg tablet	Carbidopa 10.8mg (10mg anhydrous carbidopa), levodopa 100mg
PL/5848/0047	Esbatal 10mg tablet	Bethanidine sulphate BP 10mg	PL/5848/0159	Solatran 15mg capsule	Ketazolam 15mg
PL/5848/0326	Eusaprime 480mg tablets	Trimethoprim 80mg Sulphamethoxazole 400mg	PL/5848/0160	Solatran 30mg capsule	Ketazolam 30mg
PL/5848/0136	Eusaprime Forte tablet	Sulphamethoxazole BP 800mg Trimethoprim BP 160mg	PL/5848/0316	Stemetil suppositories	Prochlorperazine 25mg
PL/5848/0110	Floxapen 250mg capsule	Flucoxacillin monohydrate 272.63mg (250mg Flucoxacillin)	PL/5848/0309	Stemetil 25mg tablet	Prochlorperazine maleate 25mg
PL/5848/0106	Floxapen 500mg capsule	Flucoxacillin sodium 525mg (= flucoxacillin 500mg)	PL/5848/0088	Stromba 5mg tablet	Stazanazol 5mg
PL/5848/0176	Froben 50mg tablet	Flurbiprofen 50mg	PL/5848/0307	Stromba 5mg tablet	Stazanazol 5mg
PL/5848/0049	Gastrozepin 50mg tablet	Pirenzepine dihydrochloride 52.1mg	PL/5848/0061	Tagamet 200mg	Cimetidine 200mg
PL/5848/0051	Gastrozepine 50mg tablet	Pirenzepine dihydrochloride 50mg	PL/5848/0121	Tenoretic tablet	Atenolol 100mg, chlorthialdone 25mg
PL/5848/0336	Gyno-Daktarin cream	Miconazole nitrate 2% w/w	PL/5848/0229	Tinset tablet	Oxatomide 30mg
PL/5848/0258	Halcione 0.125mg	Triazolam 0.125mg	PL/5848/0205	Tofranil 10mg tablet	Imipramine hydrochloride 10mg
PL/5848/0150	Hydergine tablet	Dihydroergocornine mesylate 1.5mg	PL/5848/0206	Tofranil 25mg tablet	Imipramine hydrochloride 25mg
PL/5848/0235	Imodium 2mg capsule	Loperamide hydrochloride 2mg	PL/5848/0152	Trasicor 80mg tablet	Oxprenolol hydrochloride 80mg
PL/5848/0069	Imuran 50mg tablet	Azathioprine BP 50mg	PL/5848/0156	Tryptizol Retard 75mg capsule	Amitriptyline hydrochloride BP 75mg
PL/5848/0107	Inderal Retard 160mg capsule	Propranolol hydrochloride BP 160mg	PL/5848/0271	Vermox 100mg tablet	Mebendazole 100mg
PL/5848/0087	Indocid 25mg capsule	Indomethacin BP 25mg	PL/5848/0161	Viskaldix tablet	Pindolol 10mg, clopamide 5mg
PL/5848/0132	Indocid 50mg capsule	Indomethacin BP 50mg	PL/5848/0240	Voltaren A Liberation tablet	Diclofenac sodium 100mg
PL/5848/0056	Kinidine Durettes	Quinidine bisulphate 250mg (200mg quinidine sulphate	PL/5848/0327	Voltaren Retard	Diclofenac sodium 100mg
PL/5848/0050	Lasix 40mg tablet	Furosemide BP 40mg	PL/5848/0196	Voltaren 25 tablet	Diclofenac sodium 25mg
PL/5848/0298	Lasix 40mg tablet	Furosemide BP 40mg	PL/5848/0001	Zyloric 100mg tablet	Allopurinol BP 100mg
PL/5848/0261	Lerivon Forte 30mg tablet	Mianserin hydrochloride 30mg	PL/5848/0285	Zyloric 100mg tablet	Allopurinol 100mg
PL/5848/0315	Limbitor Forte capsule	Amitriptyline hydrochloride BP 28.3mg, chloralazepoxide BP 10mg	PL/5848/0286	Zyloric 300mg tablet	Allopurinol BP 300mg
PL/5848/0251	Minipress 1mg tablet	Prazosin hydrochloride 1.095mg (= 1mg prazosin)	PL/5848/0008	Acpan	Neofopam hydrochloride 30mg
PL/5848/0252	Minipress 2mg tablet	Prazosin hydrochloride 2.19mg (= 2mg prazosin)	PL/5871/0001	Adalat Retard	Nifedipine 20mg
PL/5848/0253	Minipress 5mg tablet	Prazosin hydrochloride 5.48mg (= 5mg prazosin)	PL/5871/0021	Adalat (Adalate)	Nifedipine 10mg
PL/5848/0220	Modopar 125 capsule	Levodopa 100mg Benserazide hydrochloride 28.5mg (= 25mg base)	PL/5871/0057	Aldomet 250mg tablet	Methyldopa 283mg (= anhydrous methyldopa 250mg)
PL/5848/0167	Modopar 250 capsule	Levodopa 200mg, Benserazide hydrochloride 57mg (50mg base)	PL/5871/0058	Aldomet 500mg	Methyldopa 566mg (= 500mg anhydrous methyldopa)
PL/5848/0115	Moducren tablet	Timolol maleate 10mg, hydrochlorothiazide 25mg, amiloride hydrochloride 2.5mg Domperidone 10mg	PL/5871/0003	Amoxycillin capsules	Amoxycillin trihydrate (= 250mg amoxycillin)
PL/5848/0031	Motilium 10mg tablet	Fluphenazine hydrochloride BP 0.5mg, nortriptyline hydrochloride BP 11.4mg (= 10mg base)	PL/5871/0054	Amoxycillin capsules (Clamoxyl) 500mg	Amoxycillin trihydrate 520mg (= 500mg amoxycillin)
PL/5848/0127	Motival tablet	Fluphenazine hydrochloride BP 0.5mg, nortriptyline hydrochloride BP 11.4mg (= 10mg base)	PL/5871/0062	Androcur 50mg	Cyproterone acetate 50mg
PL/5848/0228	Natrilix tablet	Indapamide hemihydrate 2.5mg	PL/5871/0005	Blocadren 10mg tablet	Timolol maleate 10mg
PL/5848/0084	Orap 4mg tablet	Pimozone 4mg	PL/5871/0006	Brufen 400mg tablet	Ibuprofen BP 400mg
PL/5848/0102	Parlodol 2.5mg tablet	Bromocriptine mesylate 2.87mg	PL/5871/0044	Capoten 25mg tablets	Captopril 25mg
PL/5848/0324	Parlodol 2.5mg tablet	Bromocriptine mesylate 2.87mg (= 2.5mg bromocriptine base)	PL/5871/0010	Clinoril 100mg tablets	Sulindac BP 100mg
			PL/5871/0083	Cordarone X200	Amodarone hydrochloride 200mg
			PL/5871/0055	Co-trimoxazole tablet	Trimethoprim 160mg, sulphamethoxazole 800mg
			PL/5871/0051	Daktacort	Miconazole Nitrate 2% w/w, hydrocortisone 1% w/w
			PL/5871/0081	Danol 1/2 100mg capsule	Danazol 100mg
			PL/5871/0080	Dolobid (Dolobis) 250mg	Diflunisal 250mg
			PL/5871/0032	Fluanxol	Flupenthixol dihydrochloride EP (= 0.5mg base)
			PL/5871/0060	Imodium 2mg capsules	Loperamide hydrochloride 2mg
			PL/5871/0045	Indocid 25mg	Indomethacin BP 25mg
			PL/5871/0046	Indocid 50mg	Indomethacin BP 50mg
			PL/5871/0052	Indocid suppositories	Indomethacin BP 100mg
			PL/5871/0039	Indometacin sustained release capsules	Indomethacin BP 75mg
			PL/5871/0023	Lioresal 10mg tablet	Baclofen 10mg
			PL/5871/0002	Moducren	Timolol maleate 10mg, amiloride hydrochloride 2.84mg (= 2.5mg)
			PL/5871/0066	Motilium 10mg tablet	Domperidone maleate 12.72mg (= base 10mg)
			PL/5871/0065	Natrilix 2.5mg tablet	Indapamide hemihydrate 2.5mg
			PL/5871/0040	Novadex 10mg tablet	Tamoxifen 15.2mg (= 10mg base)
			PL/5871/0070	Parlodol 2.5mg tablet	Bromocriptine mesylate 2.87mg (= base 2.5mg)
			PL/5871/0023	Praxilene capsule 100mg	Nafidofuryl 100mg
			PL/5871/0034	Salazopyrine 500mg	Sulphasalazine 500mg
			PL/5871/0016	Sinemet 100 tablet	Carbidopa 10.8mg (= 10mg base)
			PL/5871/0004	Tagamet 200mg tablet	Cimetidine 200mg
			PL/5871/0048	Tegretol 200mg tablet	Carbamazepine BP 200mg
			PL/5871/0002	Tenoretic tablet	Atenolol 100mg, chlorthialdone 25mg

NEW  
500ml PACK

# ANNOUNCEMENT

## Maalox® Suspension

- 500ml of Maalox in the new plastic bottle
- Convenient dispensing size
- Now costs only £1.90 for 500ml
- Intensive prescriber awareness campaign in progress
- Also prescribable in 10ml sachets



Rorer Pharmaceuticals  
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Stepfield, Witham,  
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Tel: Witham 512538

**Maalox** *500*  
ML

suspension of magnesium and aluminium hydroxides

# If you want the status,



The Vantage symbol is a sure sign of success for any pharmacist who has retained his independence, yet at the same time enjoys the back-up of the U.K.'s most successful pharmaceutical group.

Vantage is all about providing you with retail packages and ideas to help you attract consumers to your pharmacy. It saves them making long shopping

trips for the day to day convenience items you stock because in the words of the Vantage slogan – Vantage is "right on price, right on your doorstep". From product promotions to subsidised shop facia Vantage members benefit from the groups' strength

A Vantage chemist reaps the benefits too of national T.V. advertising and press advertising campaigns. There's lots more for Vantage membe

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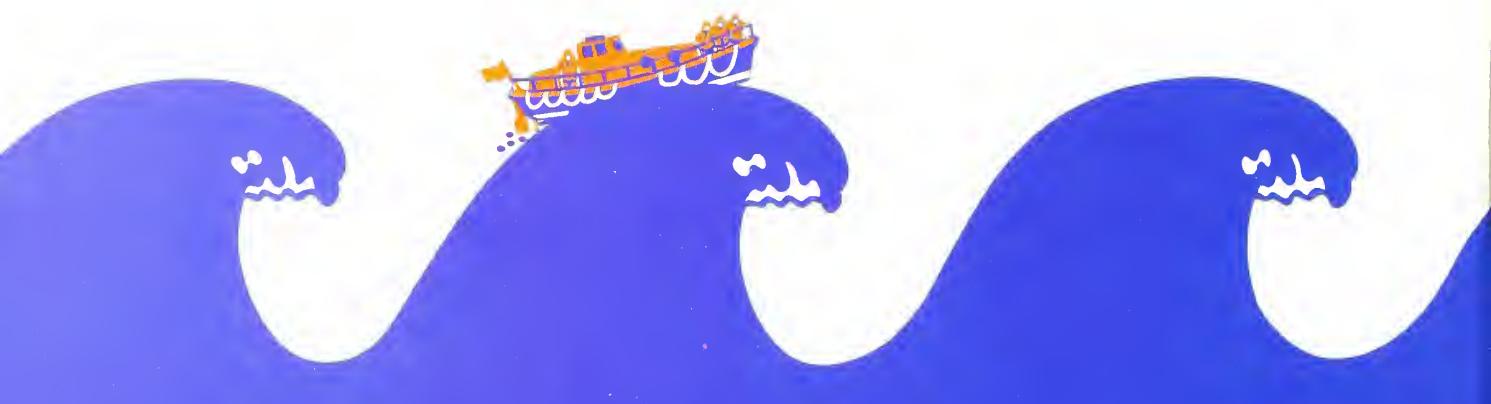


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So isn't it time you got the ultimate status nbol -- Vantage.

**Vestric**  
*We're always there,  
we always care.*

# Kwells. If lifeboatmen trust them, so can you.



## \* Kwells: trusted by lifeboatmen

The RNLI prefer Kwells as the most effective tablets to relieve motion sickness,<sup>(1)</sup> in the roughest of rides. So you can confidently recommend Kwells even for the worst journeys by land, sea or air.

## \* Fast-acting

Kwells melt in the mouth for fast effect. Because hyoscine is absorbed through the buccal mucosa,<sup>(2)</sup> it is taken directly into the bloodstream, avoiding the gastro-intestinal tract and first pass metabolism in the liver. Buccal absorption helps those people taking Kwells as a treatment, since a swallowed tablet may be lost if vomiting occurs. This means Kwells take effect within 20-30 minutes – making them ideal to be given to children just before travelling or when the first symptoms of travel sickness strike.

## \* Long-lasting

A single dose of Kwells lasts for up to 6 hours. Covering the timespan for any normal journey. Of course for very long journeys, repeat-dosing provides the extra cover needed.

## \* Clinically proven

Hyoscine is the most effective prophylactic agent for short (4-6 hours) exposure to severe motion, and probably for periods of up to several days.<sup>(3)</sup> When Kwells are taken at the recommended dose frequency the level of side-effects is negligible. A clinical trial run over 24 hours at sea has shown that the level of side effects of 0.3mg hyoscine was slight and did not disturb the operating ability of the volunteers.<sup>(4)</sup>

### \* References

1. RNLI, First Aid for Lifeboat Crews, Fourth Edition. Compiled by the RNLI Medical and Survival Committee 1982 (current edition).
2. Prof. N. Weiner P.137 Goodman & Gilmans – The Pharmacological Basis of Therapeutics. Seventh Edition, 1985.
3. Prof. N. Weiner P.143 Goodman & Gilmans – The Pharmacological Basis of Therapeutics. Seventh Edition, 1985.
4. Tokola, O et al Drug Treatment of Motion Sickness. Aviat Space Environ Med 55(7):636-41 1984.



# MEDICINES LICENSED FOR PARALLEL IMPORT

PL/5283/0018	Timoptol eye drops 0.25%	Timolol maleate 3.42mg (= 2.5mg base)
PL/5283/0019	Timoptol 0.5%	Timolol maleate 6.83mg (= 5mg base per ml)
PL/5283/0045	Tolranil 25mg tablet	Impramine hydrochloride 25mg
PL/5283/0001	Trasicor 80mg tablet	Oxprenolol hydrochloride 80mg

## Dowellhurst Ltd

PL/5662/0041	Acupan	Nefopam hydrochloride 30mg
PL/5662/0015	Adalat Retard tablet 20mg	Nifedipine BP 20mg
PL/5662/0007	Aldomet 250mg	Methyldopa anhydrous 283mg (= methyldopa 250mg)
PL/5662/0008	Aldomet 500mg tablet	Anhydrous methyldopa BP 500mg
PL/5662/0066	Blocadren 10mg	Timolol maleate 10mg
PL/5662/0027	Bolvidon 30mg tablet	Mianserin hydrochloride 30mg
PL/5662/0023	Capoten 25mg tablet	Captopril BP 25mg
PL/5662/0024	Capoten 50mg tablet	Captopril BP 50mg
PL/5662/0060	Clinoril 100mg tablet	Sulindac BP 100mg
PL/5662/0061	Clinoril 200mg	Sulindac 200mg
PL/5662/0043	Colofac 135mg tablet	Mebeverine hydrochloride 135mg
PL/5662/0046	Dolobid 250mg	Difunisal 250mg
PL/5662/0047	Flexopen 250mg	Flucloxacillin sodium 262.5mg (= 250mg llucloxacillin)
PL/5662/0048	Imodium 2mg capsule	Loperamide hydrochloride 2mg
PL/5662/0001	Indocid 25mg capsule	Indometacin BP 25mg
PL/5662/0002	Indocid 50mg capsule	Indometacin BP 50mg
PL/5662/0018	Lederfer 300mg capsule	Fenbulen 300mg
PL/5662/0049	Lioresal 10mg tablet	Baclofen 10mg
PL/5662/0064	Moducren	Timolol maleate 10mg, amiloride hydrochloride 2.84mg (= 2.5mg), hydrochlorothiazide 25mg
PL/5662/0022	Motival tablet	Nortriptyline hydrochloride BP 11.4mg, (= 10mg nortriptyline base), ilphenazine hydrochloride BP 0.5mg
PL/5662/0051	Natrili 2.5mg tablet	Indapamide hemihydrate BP 2.5mg
PL/5662/0055	Nolvadex 10mg	Tamoxifen citrate 15.2mg (= 10mg tamoxifen)
PL/5662/0059	Parlodol 10mg	Bromocriptine mesylate 11.47mg (= base 10mg)
PL/5662/0017	Praxiline 100mg capsule	Naltidroluryl oxalate BP 100mg
PL/5662/0010	Salazopyrin 500mg tablet	Sulphasalazine BP 500mg
PL/5662/0012	Septin tablet	Trimethoprim 80mg, sulphamethoxazole BP 400mg
PL/5662/0033	Sinemet 110	Carbidopa monohydrate 10.8mg (= 10mg levodopa base 100mg)
PL/5662/0009	Tagamet 200mg	Cimetidine 200mg
PL/5662/0035	Tegretol 200mg tablet	Carbamazepine BP 200mg
PL/5662/0005	Voltarol 50mg tablet	Diclofenac sodium 50mg
PL/5662/0071	Voltarol Retard 100mg tablet	Diclofenac sodium 100mg
PL/5662/0039	Zyloric 100	Allopurinol BP 100mg

## Eurimpkarm Ltd

PL/6679/0001	Adalat 10mg capsule	Nifedipine 10mg
PL/6679/0002	Adalat A.R. (Retard)	Nifedipine 20mg
PL/6679/0003	Aldomet 250mg tablet	Methyldopa 283mg (= 250mg anhydrous methyldopa)
PL/6679/0007	Brulen 400mg tablet	Ibuprofen 400mg
PL/6679/0015	Eusaprilm tablet	Trimethoprim 80mg, sulphamethoxazole 400mg
PL/6679/0004	Indocid 25mg capsule	Indometacin 25mg
PL/6679/0010	Lasix 40mg tablet	Furosemide BP 40mg
PL/6679/0005	Tagamet 200mg tablet	Cimetidine 200mg

## Eurochem Ltd

PL/5513/0003	Actiled tablet	Pseudoephedrine hydrochloride BP 60mg, triprolidine
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PL/5513/0005	Acupan tablet	hydrochloride 2.5mg (legal category P)
PL/5513/0004	Adalate capsule	Nelopam hydrochloride 30mg
PL/5513/0217	Adalat 10mg capsule	Nifedipine 10mg
PL/5513/0054	Alhrumat 50mg capsule	Nifedipine 10mg
PL/5513/0174	Alupent	Ketoprofen 50mg
PL/5513/0129	Androcur 50mg tablet	Orciprenaline sulphate 20mg
PL/5513/0052	Baycaron tablet	Cyproterone acetate 50mg
PL/5513/0159	Blocadren 10mg tablet	Melruside 25mg
PL/5513/0184	Burnex Leo 1mg tablet	Timolol maleate 10mg
PL/5513/0214	Canesten cream 1%	Clotrimazole 1% w/w
PL/5513/0213	Canesten 100mg vaginal tablet	Clotrimazole 100mg
PL/5513/0160	Capoten 25mg tablet	Captopril 25mg
PL/5513/0123	Capoten 50mg tablet	Captopril 50mg
PL/5513/0121	Cinobac 500mg capsule	Cinoxacin 500mg
PL/5513/0140	Cinopal 300mg capsule	Fenbulen 300mg
PL/5513/0197	Clamoxyl 250mg capsule	Amoxycillin trihydrate 286.945mg (= 250mg amoxycillin)
PL/5513/0151	Clamoxyl 500mg capsule	Amoxycillin trihydrate 573.89mg (= 500mg amoxycillin)
PL/5513/0094	Clinoril 100mg tablet	Sulindac 100mg
PL/5513/0133	Clinoril 200mg forte	Sulindac 200mg
PL/5513/0113	Clomid 50mg tablet	Clomiphene citrate BP 50mg
PL/5513/0200	Cordarone	Amiodarone hydrochloride 200mg
PL/5513/0147	Corgard 80mg tablet	Nadolol 80mg
PL/5513/0017	Daktaclor cream	Miconazole nitrate 2% w/w, hydrocortisone 1% w/w
PL/5513/0070	Dalmadorm 15mg capsule	Flurazepam monohydrochloride (= 15mg base)
PL/5513/0068	Dalmadorm capsule	Flurazepam monohydrochloride 32.8mg
PL/5513/0009	Danatrol 100mg	Danazol 100mg
PL/5513/0115	Dolobis 250mg	Dillunisal 250mg
PL/5513/0195	Duspatalin 135mg tablet	Mebeverine hydrochloride 135mg
PL/5513/0182	Eusaprilm 480mg tablet	Trimethoprim 80mg, sulphamethoxazole 400mg
PL/5513/0187	Eusaprilm Forte tablet	Trimethoprim 160mg, sulphamethoxazole BP 800mg
PL/5513/0053	Floxpam 500mg capsule	Flucloxacillin sodium 250mg (= 200mg llucloxacillin)
PL/5513/0097	Fluoxanol 0.5mg tablet	Flupentixol dihydrochloride 0.5mg
PL/5513/0084	Froben 50mg	Flurbiprofen 50mg
PL/5513/0216	Halcion 125mg	Triazolam 125mg
PL/5513/0178	Imodium 2mg capsule	Loperamide hydrochloride 2mg
PL/5513/0038	Imuran 50mg	Azathioprine BP 50mg
PL/5513/0081	Inderal Retard 160mg capsule	Propranolol hydrochloride 160mg
PL/5513/0110	Indocid 25mg capsule	Indometacin 25mg
PL/5513/0059	Indocid 50mg capsule	Indometacin 50mg
PL/5513/0060	Indocid 100mg capsules	Indometacin 100mg
PL/5513/0040	Kinidine Durettes 250mg	Quinidine bisulphate 250mg (= 200mg quinidine sulphate)
PL/5513/0010	Lasilix 40mg tablet	Frusemide 40mg
PL/5513/0172	Lerivon Forte 30mg tablet	Mianserin hydrochloride 30mg
PL/5513/0031	Lioresal 10mg tablet	Baclofen 10mg
PL/5513/0061	Lomudal	Sodium cromoglycate 20mg
PL/5513/0189	Modamide 5 tablet	Amiloride hydrochloride 5.67mg (= 5mg anhydrous)
PL/5513/0137	Modopar 125mg capsule	Levodopa 100mg benserazide hydrochloride 28.5mg (= benserazide 25mg)
PL/5513/0066	Modopar 250 capsule	Levodopa 200mg, benserazide hydrochloride 57mg (= 50mg base)
PL/5513/0145	Moducren tablet	Hydrochlorothiazide 25mg, timolol maleate 10mg, Amiloride hydrochloride 2.84mg (= 2.5mg)
PL/5513/0088	Motilium 10mg tablet	Domperidone 10mg, Fluphenazine hydrochloride 0.5mg, nortriptyline hydrochloride 11.4mg
PL/5513/0085	Motival tablet	
PL/5513/0157	Natrili 2.5mg tablet	Indapamide hemihydrate 2.5mg
PL/5513/0020	Neulin 125mg	Theophylline 125mg (legal category P)
PL/5513/0037	Nizoral tablet	Ketoconazole 200mg
PL/5513/0100	Nuelin Retard 250mg tablet	Theophylline 250mg (legal category P)
PL/5513/0128	Nobrium 5mg capsule	Medazepam 5mg
PL/5513/0120	Nobrium 10mg capsule	Medazepam 10mg
PL/5513/0124	Nolvadex 10mg tablet	Tamoxifen citrate 15.2mg (= 10mg base)
PL/5513/0067	Optimine 1mg tablet	Azatadine maleate 1mg (legal category P)
PL/5513/0029	Parlodol 2.5mg tablet	Bromocriptine mesylate 2.87mg (= 2.5mg base)
PL/5513/0087	Parlodol 10mg	Bromocriptine mesylate 11.47mg (= 10mg base)
PL/5513/0018	Penbritin 50mg capsule	Ampicillin trihydrate BP 580mg, (= ampicillin 500mg)
PL/5513/0185	Persantin 25mg tablet	Dipyridamole 25mg
PL/5513/0076	Pevaryl	Econazole nitrate 1% w/w (legal category P)
PL/5513/0015	Praxilene 100 capsule 100mg	Naltidroluryl oxalate 100mg
PL/5513/0155	Prothaden 25mg capsule	Dothiepin hydrochloride 25mg
PL/5513/0057	Prothaden 75mg tablet	Dothiepin hydrochloride 75mg
PL/5513/0162	Provera 5mg tablet	Medroxy progesterone acetate 5mg
PL/5513/0135	Proviron 25mg tablet	Mesterolone 25mg
PL/5513/0215	Salazopyrine 500mg tablet	Sulphasalazine 0.5g
PL/5513/0192	Septin Forte tablet	Trimethoprim 160mg, sulphamethoxazole 800mg
PL/5513/0126	Sinemet 100 tablet	Carbidopa 10.8mg (= 10mg anhydrous carbidopa), levodopa 100mg
PL/5513/0106	Solatran 30mg capsule	Ketazolam 30mg
PL/5513/0022	Tolranil 10mg tablet	Imipramine hydrochloride 10mg
PL/5513/0027	Tolranil 25mg tablet	Imipramine hydrochloride 25mg
PL/5513/0199	Trasicor 80mg tablet	Oxprenolol hydrochloride 80mg
PL/5513/0061	Tryptizol 10mg tablet	Amitriptyline hydrochloride 10mg
PL/5513/0078	Tryptizol Retard 75mg	Amitriptyline hydrochloride 75mg
PL/5513/0092	Viskaldix tablet	Pindolol 10mg, clopamide 5mg
PL/5513/0069	Voltaren 50mg tablet	Diclofenac sodium 50mg
PL/5513/0046	Volterene A Liberation 100mg	Diclofenac sodium 100mg
PL/5513/0012	Zarontin 250mg capsule	Ethosuximide 250mg
PL/5513/0130	Zyloric 100mg tablet	Allopurinol 100mg
PL/5513/0008	Zyloric 300mg tablet	Allopurinol 300mg

## Europapharm Ltd

PL/0576/0007	Adalat 10mg	Nifedipine 10mg
PL/0576/0010	Aldomet 500mg	Methyldopa 566mg (= 500mg anhydrous methyldopa)
PL/0576/0012	Daktaclor cream	Miconazole nitrate 2% w/w, hydrocortisone 1% w/w
PL/0576/0019	Lioresal 10mg	Baclofen 10mg
PL/0576/0001	Lomotil	Diphenoxylate hydrochloride 2.5mg, atropine sulphate 0.025mg

## Grange Pharmaceuticals Ltd

PL/3611/0044	Aldomet 250mg	Methyldopa anhydrous 283mg (= methyldopa 250mg)
PL/3611/0048	Amoxil 250mg capsule	Amoxycillin trihydrate BP 260.0mg (= 250mg amoxycillin)
PL/3611/0029	Brufen 400mg	Ibuprofen 400mg
PL/3611/0034	Dobolid 250mg	Dillunisal BP 250mg
PL/3611/0032	Froben 50mg tablet	Flurbiprofen 50mg
PL/3611/0033	Froben 100mg	Flurbiprofen 100mg
PL/3611/0036	Imodium	Loperamide hydrochloride 2mg
PL/3611/0050	Indocid 25mg	Indomethacin BP 25mg

PL/4077/0103	Hydrogeline 1.5mg tablet
PL/4077/0079	Imodium 2mg capsule
PL/4077/0051	Indocid 50mg capsule
PL/4077/0095	Motilium 10mg tablet
PL/4077/0115	Parlodol 2.5mg tablet
PL/4077/0118	Praxilene 100mg capsule
PL/4077/0107	Salazopyrine 500mg tablet
PL/4077/0099	Solatran 15mg capsule
PL/4077/0059	Tegretol 200mg tablet
PL/4077/0091	Vermox 100mg tablet

PL/3611/0041	Lasix 40mg	Frusemide BP 40mg
PL/3611/0060	Lioresal 10mg	Baclofen 10mg
PL/3611/0084	Madopar 125	Levodopa 100mg, benserazide hydrochloride 28.5mg (= 25mg base)
PL/3611/0085	Madopar 250	Levodopa 200mg, benserazide hydrochloride 57mg (= 50mg base)
PL/3611/0061	Moduret	Hydrochlorothiazide 25mg, amiloride hydrochloride 2.84mg (= 2.5mg), tumol maleate 10mg

PL/3611/0063	Motival	Nortriptyline hydrochloride 11.39mg (= 10mg base), Fluphenazine hydrochloride 0.5mg
PL/3611/0017	Nolvadex	Tamoxifen citrate 15.2mg (= 10mg tamoxifen)

PL/3611/0016	Opticrom	Sodium cromoglycate 20mg
PL/3611/0021	Parlodol 2.5mg	Bromocriptine mesylate 2.87mg (= 2.5mg base)

PL/3611/0020	Septrin Forte	Sulphamethoxazole BP 800mg, trimethoprim BP 160mg
PL/3611/0068	Septrin paediatric suspension	Sulphamethoxazole BP 200mg, trimethoprim BP 40mg

PL/3611/0022	Sinemet 110 tablet	Carbidopa anhydrous 10mg (= 10.8mg monohydrate)
PL/3611/0008	Tagamet 200mg tablet	Cimetidine 200mg

PL/3611/0089	Toframil 10mg	Imipramine hydrochloride 10mg
PL/3611/0090	Tofranil 25mg	Imipramine hydrochloride BP 25mg

PL/3611/0004	Trasicor 80mg tablet	Oxprenolol hydrochloride 80mg
PL/3611/0012	Viskaldix tablet	Pindolol BP 10mg, clopamide 5mg

PL/3611/0011	Voltarol 50mg	Diclofenac sodium 50mg
PL/3611/0009	Voltarol Retard	Diclofenac sodium 100mg

## R.J. Lane

PL/5927/0002	Adalat	Nifedipine 10mg
PL/5927/0004	Adalat AR	Nifedipine 20mg

## M & A Pharmaceuticals Ltd

PL/4077/0075	Adalate 10mg	Nifedipine 10mg
PL/4077/0082	Adalat AR 20mg tablet	Nifedipine 20mg

PL/4077/0043	Alrhumeat 50mg capsule	Ketoprofen 50mg
PL/4077/0098	Androcur 50mg tablet	Cyproterone acetate 50mg

PL/4077/0106	Artiflam 200mg tablet	Tiaprofenic acid 200mg
PL/4077/0090	Blocadren 10mg tablet	Timolol maleate 10mg

PL/4077/0112	Brufen 400mg tablet	Ibuprofen 400mg
PL/4077/0093	Capoten 50mg	Captopril 50mg

PL/4077/0110	Cinobac 500mg tablet	Cinoxacin 500mg
PL/4077/0096	Clinoril 100mg tablet	Sulindac 100mg

PL/4077/0080	Clinoril 200mg tablet	Sulindac 200mg
PL/4077/0109	Cordarone 200mg tablet	Amiodarone hydrochloride 200mg

PL/4077/0101	Corgard 80mg tablet	Nadolol 80mg
PL/4077/0104	Corlan pellet 2.5mg	Hydrocortisone sodium succinate BP 3.34mg (= 2.5mg hydrocortisone)

PL/4077/0117	Dalmadorm 15mg capsule	Flurazepam monohydrochloride 16.4mg
PL/4077/0119	Dalmadorm 30mg capsule	Flurazepam monohydrochloride 32.8mg

PL/4077/0108	Duspatalin 135mg tablet	Mebeverine hydrochloride 135mg
PL/4077/0045	Esbatal 10mg tablet	Bethanidine sulphate BP 10mg

PL/4077/0033	Eusaprime Forte tablet	Sulphamethoxazole BP 800mg trimethoprim BP 160mg
PL/4077/0034	Eusaprime paediatric suspension	Sulphamethoxazole BP 200mg, trimethoprim BP 40mg

PL/4077/0054	Fepron 600mg tablet	Fenopron calcium 694.65mg (= 600mg)
PL/4077/0041	Floxapen 500mg capsule	Flucloxacillin sodium BP 525mg (= 500mg base)

PL/4077/0103	Frobén 400mg tablet	Ibuprofen 400mg
PL/4077/0079	Imodium 2mg capsule	Captopril 50mg

PL/4077/0079	Imodium 2mg capsule
PL/4077/0051	Indocid 50mg capsule
PL/4077/0095	Motilium 10mg tablet
PL/4077/0115	Parlodol 2.5mg tablet
PL/4077/0118	Praxilene 100mg capsule
PL/4077/0107	Salazopyrine 500mg tablet
PL/4077/0099	Solatran 15mg capsule
PL/4077/0059	Tegretol 200mg tablet
PL/4077/0091	Vermox 100mg tablet

## Macarthy's Laboratories Ltd

PL/1883/0034	Motival tablet	Fluphenazine hydrochloride BP 0.5mg, nortriptyline hydrochloride BP 11.4mg (= 10mg)
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## Martonland Ltd, trading as Martons Pharmaceuticals

PL/5571/0038	Adalat Retard	Nifedipine 20mg
PL/5571/0004	Aldomet 250mg	Methyldopa 283mg (= anhydrous 250mg)
PL/5571/0082	Brufen 400mg	Ibuprofen 400mg
PL/5571/0080	Capoten 50mg	Captopril 50mg
PL/5571/0099	Clinoril 100mg	Sulindac 100mg
PL/5571/0023	Clinoril 200mg	Sulindac 200mg
PL/5571/0001	Indocid 50mg	Indomethacin BP 50mg
PL/5571/0077	Motilium tablet	Domperidone maleate 12.72mg (= domperidone 10mg)
PL/5571/0025	Salazopyrin	Sulphasalazine 500mg
PL/5571/0020	Tenoretic	Atenolol 100mg, chlorothalidone 25mg
PL/5571/0019	Viskaldix	Pindolol 10mg, clopamide 5mg

## Ian Monaghan Ltd

PL/5659/0002	Adalat 10mg	Nifedipine 10mg
PL/5659/0004	Septrin	Sulphamethoxazole 400mg, trimethoprim 80mg
PL/5659/0003	Zyloric 300mg	Allopurinol BP 300mg

## Munro Wholesale Medical Supplies Ltd

PL/3243/0009	Adalat	Nifedipine 10mg
PL/3243/0092	Adalat Retard 20mg tablet	Nifedipine 20mg
PL/3243/0052	Aldomet 250mg tablet	Methyldopa BP 283mg
PL/3243/0053	Aldomet 500mg	Methyldopa 566mg (= anhydrous 500mg)
PL/3243/0054	Clinoral 100mg tablet	Sulindac BP 100mg
PL/3243/0055	Clinoral 200mg	Sulindac 200mg
PL/3243/0068	Danol 200mg	Danazol 200mg
PL/3243/0025	Indocid 25mg	Indomethacin 25mg
PL/3243/0035	Indocid 50mg	Indomethacin 50mg
PL/3243/0027	Indocid R 75mg capsule	Indomethacin 75mg
PL/3243/0106	Lasix tablet 40mg	Frusemide BP 40mg
PL/3243/0077	Lederfin tablet	Fenbufen 300mg
PL/3243/0017	Lomotil tablet	Diphenoxylate hydrochloride BP 2.5mg, atropine sulphate PH Eur 0.025mg
PL/3243/0018	Moduret	Timolol maleate 10mg, amiloride hydrochloride 2.84mg (= 2.5mg), hydrochlorothiazide 25mg
PL/3243/0107	Motival	Nortriptyline hydrochloride 11.39mg (= 10mg base), fluphenazine hydrochloride 0.5mg
PL/3430/0019	Nolvadex	Tamoxifen citrate 15.2mg
PL/3243/0026	Parlodol 2.5mg tablet	Bromocriptine mesylate 2.87mg (= 2.5mg base)
PL/3243/0062	Parlodol 10mg tablet	Bromocriptine mesylate 11.47mg (= 10mg base)
PL/3243/0057	Septrin Forte tablet	Sulphamethoxazole BP 800mg, trimethoprim BP 160mg
PL/3243/0095	Septrin adult suspension	Sulphamethoxazole BP 400mg, trimethoprim BP 80mg
PL/3243/0093	Stemetil 5mg	Prochlorperazine maleate 5mg
PL/3243/0100	Stromba tablet	Stanozolol 5mg

## Wallis Laboratory (Sales) Ltd, trading as Pharma Regis

PL/2463/0002	Adalat/Adalate	Nifedipine 10mg
PL/2463/0014	Aldomet	Methyldopa 283mg (= anhydrous 250mg)
PL/2463/0018	Capoten	Captopril 25mg
PL/2463/0037	Clamoxyl	Amoxycillin trihydrate 250mg
PL/2463/0016	Frobén	Flurbiprofen 100mg
PL/2463/0017	Imuran	Loperamide hydrochloride 2mg
PL/2463/0028	Indocid Retard	Azathioprine BP 50mg
PL/2463/0023	Lioresal	Indomethacin BP 75mg
PL/2463/0043	Salazopyrin	Baclofen 10mg
PL/2463/0008	Zyloric	Sulphasalazine 500mg

## Whitworth Pharmaceuticals Ltd

PL/4423/0015	Brufen 400mg	Ibuprofen 400mg
PL/4423/0006	Capoten 50mg	Captopril 50mg
PL/4423/0014	Nolvadex	Tamoxifen citrate 15.2mg (= 10mg base)

PL/3243/0083
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FRESH MINT FLAVO<sup>UR</sup>  
**SUPER POLI**  
DENTURE HOLDING  
LONGER HOLDING  
FIXATIVE CREAM



## Stafford-Miller's market share. (Who's sharing?)

80% of the denture fixative market belongs to Stafford Miller.  
(So there's not much left for anyone else.)

The three highest selling brands belong to Stafford-Miller. They come in three forms and every convenient size.

The only fixative brands supported by advertising are (predictably) Stafford-Miller's.

£1.3 million Advertising Campaign. In 1986, heavyweight TV advertising will keep the highest selling brands on their way up.

So telling you which fixatives are the only ones worth considering would be stating the obvious.

**STAFFORD-MILLER**

Dentu<sup>®</sup>  
Hold  
LIQUID  
FIXATIVE

# Diabetes mellitus part 1: Types and causes

**D**iabetes mellitus\* on average affects more than 1 per cent of the population, although there are geographical variations. Only about one-fifth of these patients are dependent on insulin, the remainder being managed satisfactorily by dietary control alone or by a combination of diet and oral hypoglycaemic agents.

The World Health Organisation has recently attempted to standardise the definition and diagnosis of diabetes. The new criteria are based on the normal maximum blood glucose levels, while fasting and two hours after a test meal of 75g of glucose. This latter, which used to be called the glucose tolerance test, is now referred to as the two-hour blood sugar screen (2HBSS).

The WHO definitions are given in Table 1, where it can be seen that a new borderline category of "impaired glucose tolerance" has been introduced. Such patients are

**The next series of four articles will be looking at recent advances in the understanding and treatment of diabetes. The first two articles by Russell J. Greene, Chelsea department of pharmacy, King's College London, will deal mainly with the causes and clinical features of this common disease, the last two with its management.**

by patients.

The terminology of diabetes has also been clarified. The "juvenile onset" type is now known as **type I**; these patients are usually insulin dependent, hence the synonym **insulin dependent diabetes (IDD)**. The

manage for a time without insulin. Table 2 gives the general characteristics of the two main types of diabetes. It can be seen that the newer terms imply a wide range of features, not all of which need to be present to satisfy the classification of an individual case.

## Pathology

The basic problem in diabetes is an ineffective insulin action, but this arises in different ways.

In type I diabetes there is an almost complete lack of insulin, due to widespread but selective destruction of those pancreatic cells which normally produce and secrete insulin, the B-islet cells. This destruction seems to be caused immunologically because various inflammatory and immune cells, for example, lymphocytes and neutrophils, are found in the pancreas of diabetics, and anti-islet cell antibodies in their blood. The association of type I diabetes with the presence of certain genes within the histocompatibility (HLA) complex of patients suggests that this reaction is an auto-immune process. A similar situation is often found in conditions, such as Crohn's disease and rheumatoid arthritis, felt to have an auto-immune component. However, the heritability is not strong in such cases; it is the tendency to the disease rather than the disease itself, which is inherited.

Type 2 diabetes presents a very different picture. This is quite strongly inherited, though not as a dominant gene. Usually there is still appreciable, if less than normal, secretion of insulin: but in the very obese it may even be supranormal. Thus, not surprisingly, no obvious gross damage to the pancreas is found. There seem to be two possible explanations. Firstly, though there may be insulin, its secretion is inadequate to meet the normal glucose loads or metabolic

**Table 1. WHO definitions of diabetes mellitus based on blood levels of glucose.**

Definition	Fasting blood glucose	Two-hour blood sugar screen (2HBSS)
Diabetes mellitus	>7	or
Impaired glucose tolerance	<7	and
Normal	<6	and

Values are mmol/l glucose in whole blood

usually symptomless, but must be regularly followed up because they tend to deteriorate and eventually become frankly diabetic. On the other hand, a patient with classic symptoms and two or more random blood glucose measurements of  $>11\text{ mmol/l}$  can be diagnosed confidently on this basis alone. Levels above 11 mmol/l are called **hyperglycaemia**, whilst **hypoglycaemia** is usually taken to be less than 2 mmol/l.

**Glycosuria** (the presence of glucose in the urine) is an abnormal finding but is inadequate alone for the diagnosis of diabetes because of the variability of the renal threshold for glucose, both in health and in some diseases. However, it is invariably present in diabetes and so is useful for routine screening for diabetes, as well as being a simple, if rather imprecise, non-invasive indicator of control, easily used

"maturity onset" type, which is usually milder and presents in later life, is now called **type II**, and patients are not usually insulin dependent (**NIDDM**).

The difficulties of the older terminology lay in trying to encompass too much within a simple description. For example, some older patients do in fact become insulin dependent, while younger patients may

**Table 2. Comparison of type I and type II diabetes mellitus**

	Type I	Type II
Usual age of onset (years)	<30	>40
Insulin dependent?	yes	no
Ketosis prone?	yes	no
Obese?	no	yes
Insulin levels	absent	low, normal or high
Pancreatic damage	severe	not severe
Antibodies to islet cells	present	absent
Genetics	HLA linked. Weak family history	Strong family history

\*We will not be considering the rarer *diabetes insipidus* here, so subsequent reference simply to "diabetes" must be understood to refer to diabetes mellitus.



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The Pharmaceutical Industry calls for containers which give long term protection to contents. In a recent Marplan survey, 81% of respondents felt that glass protected medicines and tablets more effectively than competitive materials.

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\* See 'The Consumer and FMCG Packaging' published by The Glass Manufacturers' Federation, 19 Portland Place, London WIN 4BH.

B E A T S O N   G L A S S   M A K E S   B R A N D   L E A D E R S



Beatson Clark plc

requirements generally. Possibly the islet cells have become desensitized to glucose (the main stimulus to insulin secretion), and so require a higher blood glucose level than normal before increasing secretion. In this way the concept of a *relative insulin lack* has arisen.

Secondly, especially in the obese, there may be *insulin insensitivity*. In such cases, normal or even elevated insulin levels do not achieve the desired effect because the target cells in the liver, muscle or adipose tissue are unresponsive; their insulin receptors are either aberrant or abnormally few. Certainly there is some evidence that the larger the adipose cells are, the less insulin receptors they have. And it is the obese who can most successfully be treated by weight reduction alone.

### Insulin action and insulin lack

Insulin's role in metabolism is crucial. It is the body's principal anabolic hormone, building up stores of energy against times of food lack. Its action is complex and seems to have two main components (see figure 1a). The simplest is the facilitation of the transport of glucose across many cell membranes, notably into muscle and

adipose tissue. Amino-acid uptake is also enhanced. More importantly, it facilitates the action of enzymes crucial to the synthesis of glycogen (glycogenesis), protein and fat. This action is normally counter-balanced by the catabolic hormones, or stress hormones,

such as adrenalin, corticosteroids and glucagon.

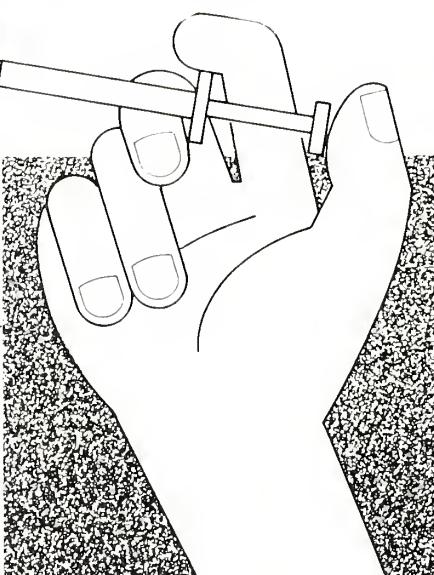
Thus in times of repose and adequate nutrition, energy stores (mainly fat and glycogen) can be built up for an emergency, and amino-acids are available for protein synthesis. As glucose levels rise after a meal, insulin is released and hastens its uptake into cells and its conversion to stabler forms, to prevent urinary loss. In times of stress, the opposite occurs; insulin secretion is suppressed and the catabolic hormones promote the breakdown of glycogen and fat stores.

Blood glucose and fatty acid levels rise, increasing the availability of energy to the tissues. Note however, that some insulin, the basal level, needs to be secreted continuously to facilitate the uptake of glucose, especially into muscle.

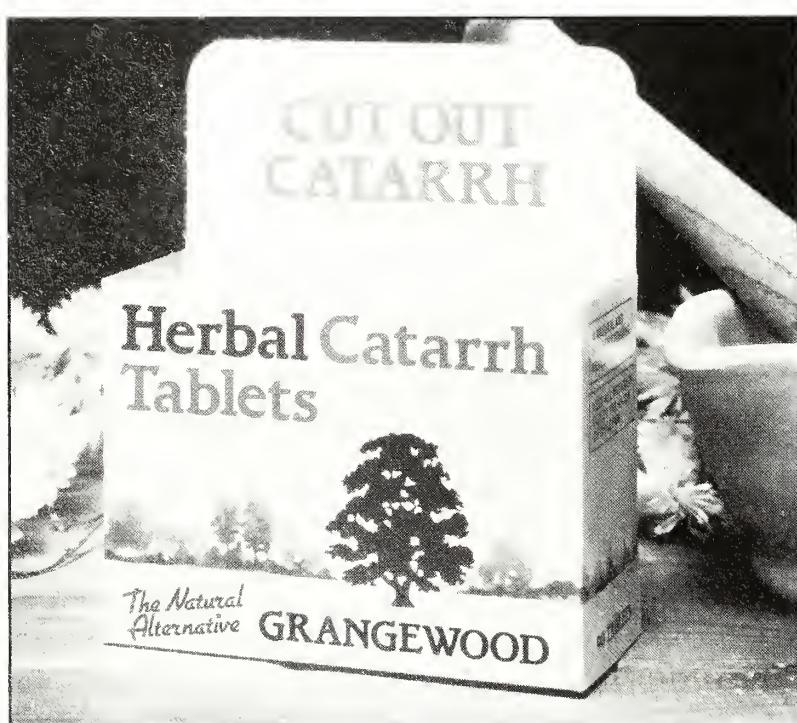
It is only when one looks closely at the fine control and subtle variations in natural insulin secretion that one appreciates the limitations of conventional therapy.

### Effects of insulin lack

In the absence of insulin (ie in type I diabetes) glucose cannot be utilised and the catabolic hormones predominate (see figure



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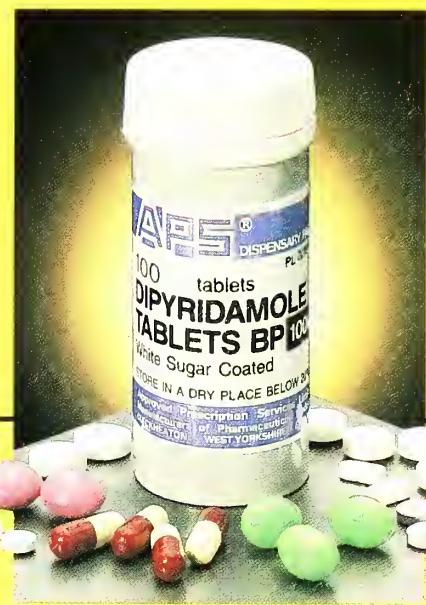
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# APS

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1b). Since dietary glucose absorbed after digestion cannot be optimally assimilated by most body tissues, blood glucose rises until it exceeds the renal threshold, ie the maximum blood level at which the kidneys can still reabsorb the filtered glucose load. Glucose then "spills over" into the urine, and acts as an osmotic diuretic, producing polyuria and thirst. In severe hyperglycaemia there may also be a relative dehydration of the tissues, as water leaves them for the osmotically more concentrated blood.

Metabolism is grossly disturbed: energy stores are broken down to meet demands instead of being built up from excess glucose. Intracellular glycogen is depleted first, then adipose tissue liberates fat and partly converts it to free fatty acids (FFA) and glycerol, both of which can be used for

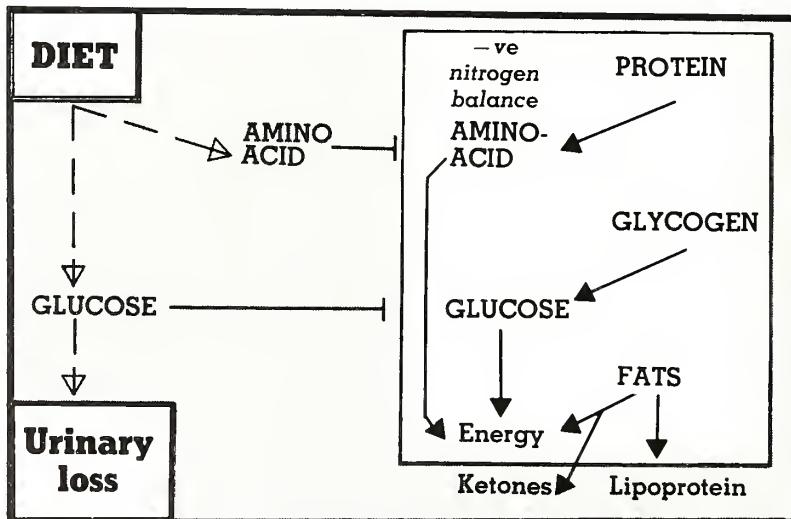


Fig. 1b: Insulin lack  
Catabolic actions and membrane impermeability in the absence of Insulin.

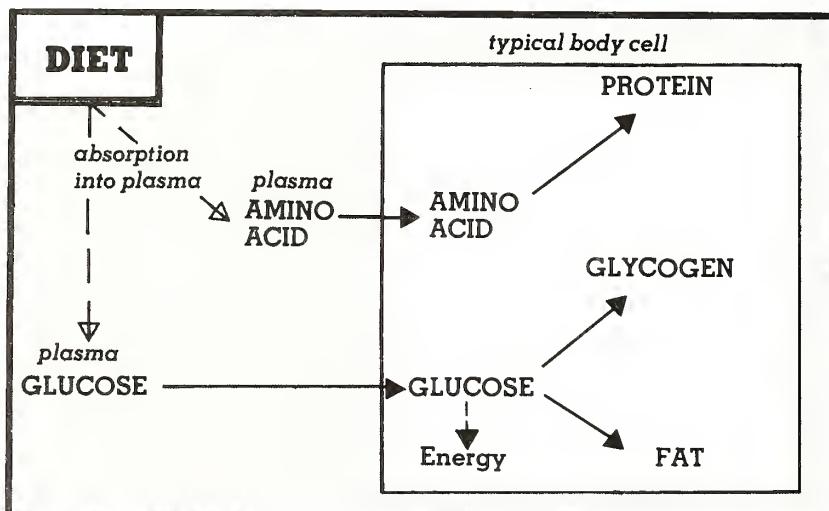


Fig. 1a: Insulin actions  
The anabolic actions and membrane permeability promoted by Insulin, indicated by solid arrows (→). (Note that not all types of cells demonstrate the reactions equally. For simplicity the different emphasis in liver, muscle and adipose tissue have not been shown.)

energy.

Serum triglyceride and FFA levels rise, and so does lipoprotein, which is a fat transport system (and a major risk factor for atherosclerosis). The metabolism of FFAs yields ketoacids (acidic ketones) and although these too can be metabolised, their levels soon far exceed the ability of the body to assimilate them, so blood pH falls.

As fats become depleted, so protein metabolism becomes disturbed. Because cellular amino-acid uptake is inhibited, protein synthesis is slowed and eventually reversed: protein is broken down to provide amino-acids, which can also be used as fuel in place of glucose.

The breakdown of fat and protein accounts for the weight loss seen at the onset of type I diabetes. This is the tragic irony of diabetes: the body consumes itself, and all the while vast amounts of glucose are there in the blood, but unattainable.

In type II diabetes the metabolic disturbance is much less severe because the

redirection of energy supplies, while sufficient to compensate for reduced glucose availability, is not total. The main problems are a direct consequence of the high blood glucose levels, while in type I they are mainly due to the intracellular glucose lack.

There are a number of other consequences associated with the diabetic state, which we shall consider under "complications" in part 2.

### Aetiology

Surprisingly, after more than 50 years of intensive research, the causes of diabetes are still rather obscure. We have already seen that there are major differences between the two types, and in fact far less is known about type II, which seems to be a subtler biochemical defect of islet cells or peripheral receptors. The gross immune damage of type I is, superficially at least, easier to comprehend.

Another puzzle is that though there is doubtless a genetic component, it is not the whole story because, for example, one identical twin may manifest the disease but not the other. There are also geographic and seasonal variations in incidence, which suggest environmental factors, and an association of the onset of the disease with recent viral illness. Obesity, of itself, seems to be important, so that a given individual with a diabetic family history may develop or manifest the disease only if they become obese.

The general picture that seems to be emerging is of a typical multifactorial disease. There is a genetic predisposition, which in type I seems to be associated with the HLA genes. There are triggers or initiators, such as a viral infection or possibly other, as yet unidentified, environmental toxins. Finally there are general risk factors such as obesity and possibly simply overeating, which tend to increase insulin requirements.

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You can easily build up very substantial extra retirement benefits in a simple and tax effective way—a Personal Pension Plan through The Royal National Pension Fund for Nurses.

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Did you know the Inland Revenue will pay a large part of the cost—up to 60%—of your plan?

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Let's say you're a male, aged 34, paying £40 gross a month. Based on current investment returns, you can expect a tax free lump sum at 65 of £63,000 plus an annual income for life of £18,700. If you pay tax at 30% until you retire your plan will cost you just over £10,000—less than £1.00 a day.

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Are you working in a job without a pension?  
(tick box) Yes  No

How much could you invest each month? £

In the early 19th century John Doulton, when establishing his small pottery, manufactured stoneware containers, including pipkins, phials, quicksilver bottles, tamarind pans and gallipots. Around 1826 he moved to much larger premises in Lambeth High Street, near the Pharmaceutical Society's present building.

The Lambeth Pottery progressed and the Doulton backstamp appeared on many promotional items. Later a son, Henry Doulton, decided to extend his involvement with decorated ceramics and took over an established pottery in Burslem, where the company was soon meeting the increased demand for advertising wares.

The liaison between Doulton and manufacturers of household commodities is the theme of an exhibition of over 300 items at Royal Doulton International Collectors Club gallery, Leather and Snook, 167 Piccadilly, London W1.

Among the wares on show is a Vinolia soap advertisement — a plaque showing a colour portrait of Queen Victoria made at the Burslem pottery in 1897. Some eight years later the same pottery produced a kidney shaped box and lid for the Crown

## Pottery for promotion

Perfumery Co to promote their white violets series of cosmetic preparations.

In 1940 a green and cream ash tray was made for Eugene Ltd. It was inscribed "Permanently Yours" alluding to that company's hair waving preparations. An ash tray introduced in 1938 declared "Gillette razors and blades for clean shaving — keen to serve". Much more decorative are the colourful figures of artist Leslie Harradine. His Tibetan girl, 11½ in high, advertised the Tsang-Ihang perfume of J. Grossmith & Son in 1923. Yardley & Co in 1924 commissioned a 9 in high group "Yardleys Old English Lavender" adapted by the same artist.

In the exhibition is a white plaque with a modelled foot in relief (1935) and a foot and hand promoting Scholl's Zino Pads (1936). An earlier example is a soap dish made for Wrights Coal Tar Soap around 1920.



Three ceramic examples of advertising ware. Left a model for Dr. Scholl's Zino Pads, centre a figure group for Yardley, and right an item commemorating Royal Doulton's 150th anniversary 1815-1965.

Most of these items are contained in a showcase "The pharmacy and perfumery shop". Other cases are devoted to "The grocer", "The printer and stationer", and "The tobacconist". There are also displays of whisky flasks, toby jugs and character jugs, and miniature samples of drainpipes, kitchen and sanitary ware.

The exhibition, which is open Monday to Friday 9.30am to 5.30pm until February 28, presents "an opportunity to browse and window shop just as our parents and grandparents have done". It is also an opportunity to see how one aspect of advertising has developed. Companies still place special orders with Royal Doulton for individually commissioned items or monogrammed wares.

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o, far from it, for increasingly more and more people will place demands on your time and services as they are actively encouraged to seek advice from their local pharmacist.



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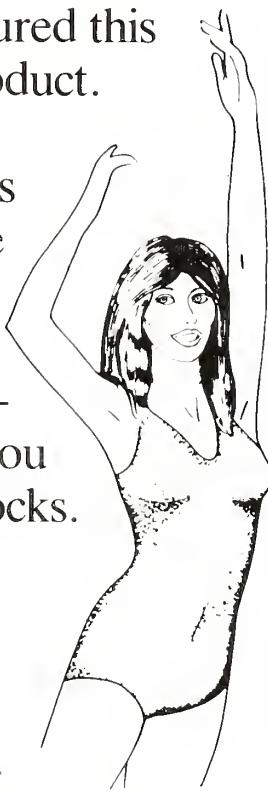
You may have seen this already on Television or in the Press.

A number of local radio programmes have also featured this exciting product.

Your customers will soon be asking for Minus-Cal and its unique action — so make sure you have good stocks.



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## LETTERS

### Integrity at risk?

It is with concern that the British Pharmacists Association (UK) learns of the curious commercial arrangement between *C&D* and the National Pharmaceutical Association to permit the NPA to receive presumably uncritical Press from a journalist employed by *C&D* by contributing 50 per cent of the salary.

This must compromise the undoubtedly hitherto integrity of *C&D*'s journalists. We suggest that this copy should be headed advertisement. Does the NPA now admit they are only half the organisation they should be? It seems they do, and worst of all *C&D* appears to have agreed to keep quiet about the worst half!.

BPA (UK) believes that *C&D* should not only be independent but be above suspicion. How can this now be proved? Moreover, we should like to know if an equivalent pseudo-advertising offer is available to other organisations? If not, why not?

On another topic, we note that a member of council, Mr Edwin Evens, has spoken out publicly against the PSNC. Mr Evens has stated that they are undemocratic; are guilty of blackmailing pharmacists into acquiescence with Scargillite tactics; are naive; and has confirmed the view we have expressed since last May, that while their negotiating abilities are demeaning to pharmacy, they are a boon to the DHSS. A cosy Government quango has been exposed. No wonder they negotiate, or whatever they do, in secret.

John Davies (last week, *C&D*) may try to play this down by attempting to ridicule serious criticisms and positive solutions, but this matter is hardly a joke, even if his remarks, sparked with a shot of arrogance, are. We differ from Mr Evens in that we maintain that the contract was stopped, not because of legal problems, but chiefly because of the political pressure from BPA.

Furthermore, although we agree the profession must unite, a precondition for us to work with the PSNC is that they drop their claim to represent anyone besides the 200 large contractors our research shows they represent exclusively. Yet they have declared in an *East Anglia Times* article recently that they speak for 36,000 pharmacists, and have two or three members who own one shop. This confirms that they are indeed a large contractors body, are unsure of their facts or are lying and that they negotiate as shopkeepers not as professionals.

Mr Evens have no fear. The fight will go on. However, like all generals, we at BPA (UK) will choose the final battlefield.

**Charles Flynn**

Joint acting general secretary, BPA (UK).

**Editor:** What a pity Mr Flynn did not read *Comment* (January 11) or the caption beneath the picture of *C&D*'s NPA reporter published last week (p114), giving full details of our relationship. We repeat that the NPA's autonomy and our integrity and independence as a magazine are not in question. The financial contribution from the NPA is a token, nothing more, of *C&D*'s commitment to giving more feature coverage to the organisation, for the information of NPA members and *C&D*'s subscribers with their strong community pharmacy base. *C&D* will continue to give prominence to the BPA on our news and letters pages, whatever the as yet undisclosed size of its membership.

### What's his point?

I've re-read my letters and can't understand Mr R.D. Dudley's responses. He precedes and succeeds the word "hyperbole" with synonymous expressions, logorrhoea due to *ignoratio elenchi*.

I have to misquote — "the laddie doth protest too much — methinks" Ohe! I am satis.

**E.W. Dixon**  
Bingham, Notts.

## Generic roots

I have received many telephone calls from retail chemists expressing their deep concern over the way the founding of Doncaster Pharmaceuticals was portrayed in a recent article (C&D January 4, p 18). I am, therefore, writing for the satisfaction of my own reputation.

I have been associated with pharmaceuticals for over 30 years, being one of the original medical representatives for Calmic Ltd, Crewe, who were taken over by the Wellcome Foundation.

My experience in generics began with DDSA of London, who eventually brought me into contact with Mr Cyril Beck, managing director of Harris Pharmaceuticals, London. He offered to help me set up my own company, dealing specifically in the generic field.

Initially this required stockrooms, telephone etc. Having known John Whitworth for a number of years, I approached him with a view to forming a limited company and he readily agreed. We held joint shares in the company, with

my wife as company secretary. It was agreed that he would do the administration and I would do the sales, as I had excellent connections with retail chemists in South Yorkshire and Nottinghamshire.

I also instigated, in agreement with Mr Whitworth, the first generic "inset offers" in your own publication and this venture also brought in a good number of accounts. At no time did he make any accounts himself. When I had made a sufficient number of accounts we decided to set up an agent in Lincolnshire and from then on we began to employ further sales staff as the business grew.

I should like a true report placing in your publication for the satisfaction of my own reputation.

This statement can be confirmed by Harris Bros, Midland Bank, Doncaster and the solicitors who helped to form the limited company.

I left the company following disagreements, which were not of my making.

**J.R. Thompson**  
Director  
Doncaster Pharmaceuticals

days treatment and dose is stated	NP	U	Ph. & Offic use
<p>Vantolin syrup 2mp/5ml 5ml tds when chest is tight &amp; wheezy. Stop (please translate into Chinese)</p>			
<p>Ask your pharmacist...but remember foreign languages aren't on the syllabus — yet!</p>			

## X-ray vision

Xrayser you do indeed have X-ray eyes. Janssen Pharmaceutical, in response to many requests from pharmacists, are to make a counter pack of Daktarin cream and a new spray powder available in the Spring.

You will be pleased to learn that the packaging does not specify athletes foot as many pharmacists can and do recommend Daktarin for other topical fungal infections.

**David W. Mitchell**  
Product Manager  
Janssen Pharmaceutical

## FASHION JEWELLERY — HAVE YOU GOT IT RIGHT?

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**"It takes up so much staff time, everything is so fiddly".** That's why we supply everything pre-priced at retail and packed in sixes.

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**"And colours?"** Very closely linked to the season's fashion colours. We change as they change, and your display changes accordingly.

**"Everyone knows, the hardest thing is to keep it looking good".** Our comprehensive merchandiser service looks after this. Customers on full service get stock exchange and a full seasonal stock changeover service.

## IF YOU KNOW THE PROBLEMS — YOU'LL SEE WE HAVE THE SOLUTIONS

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STAND D216, HALL 5, SPRING FAIR, BIRMINGHAM NEC, FEB 2-6

## Lord reject curb to Animals Bill

Attempts to limit experiments on animals when research is undertaken with a view to producing "me-too" drugs have been rejected by the Government in the Lords.

Lord Melchett (Lab), who moved an amendment to the Animals (Scientific Procedures) Bill asking for the availability of products with similar or identical effects to be taken into account when issuing a test licence, said many people outside Parliament believed that many animals suffered unnecessarily during the development of products for which there were already satisfactory equivalents.

He stressed that he was not seeking to ban tests, but to include a provision in the Bill which would require account to be taken of the availability of products with similar or identical effects.

Supporting the amendment, Baroness

Ewart-Biggs (Lab) argued that if the Bill discouraged the development of duplicate drugs it would be beneficial. She said it was impossible for a doctor to be familiar with the increasing number of drugs. More in-depth knowledge of fewer drugs would be of benefit to doctor and patient.

Lord Glenarthur, Home Office Under Secretary, said only a small number of new substances were licensed each year. And there was no medicine which was completely effective for all patients.

"The idea that we can stop looking for a remedy for a particular condition once we have one remedy to hand is nonsense. Progress is often incremental," he said.

Lord Melchett withdrew his amendment, but expressed the hope that the case would be taken up by MPs when the Bill reached the Commons.

Mr Harry Cohen (Lab), who has been given leave to introduce his Cruelty to Animals (Amendment) Bill — a private member's measure — in the Commons, accused the Government of seeking to betray the public's heartfelt wish to end unnecessary animal experiments.

## MPs act on tranquillisers

Twenty one MPs have tabled a Parliamentary motion calling for more effective control of tranquillisers.

The motion notes with concern "recent findings about the side effects and the withdrawal symptoms suffered by people who are long term users of tranquillisers in the benzodiazepine group".

Urging the Government to introduce "tighter scheduling" of under the Misuse of Drugs Act 1971 as recommended by the World Health Organisation, the motion advocates that "all dispensed prescriptions within this group should be accompanied by a data sheet warning of their possible adverse effects and a tighter control over re-prescribing of these drugs is essential".

The leading signatories of the motion are Mr Robert Wareing, Mr Jack Thompson and Mr Richard Caborn.

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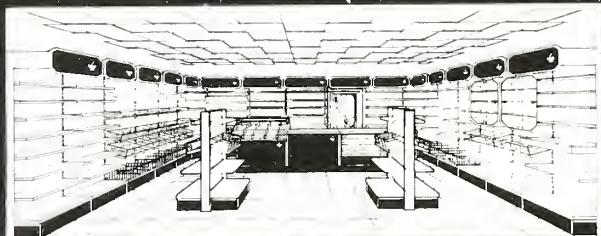
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# Farley fold after losses of £4m and sales slump

Farley Health Products has been put into voluntary liquidation by its parent company Glaxo, and will be split into two subsidiaries to make way for its sale.

One subsidiary will take over the milk products business at the Kendal factory, which was closed on December 20 after the outbreak of *Salmonella ealing* poisoning with which Farley's Oster products and Complan were linked. The rusk and cereal business based in Plymouth, which is continuing to trade normally, will be taken over by the second subsidiary.

Glaxo have described this as "a technical arrangement to manage the re-organisation of an ailing subsidiary". A condition of the voluntary liquidation is that Glaxo would ensure that all creditors would be paid in full and would meet the losses of several million pounds arising from the shutdown. Any legitimate claims from customers will be considered.

A spokesman for Farley says that the joint liquidators, Messrs Michael Jordan and Malcolm London of Cork Cully, have heard from several major companies who are interested in the sale. Boots, who were involved in negotiations to buy Farley before the shutdown for an estimated £40m, are reconsidering their position. A spokesman said they are unlikely to be interested in the milk-based products subsidiary but are considering the rusk and cereal business subject to further information. No decision has been taken on retaining the Farley or Ostermilk trade names — that decision lies with any prospective buyer, says Farley.

Farley's liquidation comes after losses estimated at £4m which have destroyed its capital base at £3.5m. In the year to June 1985 Farley had made a pre-tax profit of around £4m on a turnover of £40m. So far £80,000 has been refunded to customers who returned products to the company following their withdrawal. Since Christmas sales of its other products, made in Plymouth where no contamination was ever suspected or found, have also slumped. Sixty workers at the Kendal site were made redundant — another 260 are still employed there.

No indication of when the factory can re-open has been given. Tests at the site and on returned products are continuing. The results of an independent investigation of the pasteurisation system are expected

at the end of January. Only one packet of Osterfeed was found to be contaminated with *Salmonella*, but the DHSS point out that it could not be directly related to the outbreak as there was a possibility of cross-contamination. The packet was bought after the child became ill.

A report on the liquidation in the *Financial Times* (January 22) says the decision puts a question mark over the survival of most of the company's brands. A buyer of either subsidiary would need to regain the public's confidence in the product and few parents are likely to take a chance on baby foods.

Advertising regulations for baby milks are tightly controlled and publicity is



limited to medical, pharmaceutical and nursing publications and official literature for mothers. It is the recommendation of health care professionals which counts.

The sale of Farley Health Products leaves Glaxo with only a few non-prescription products and its animal health business. It is the company's intention to specialise wholly in prescription medicines.

Other manufacturers of milk-based baby foods have all stepped up production to cope with the extra demand for their products and look set to grab the opportunity that Farley's downfall (they held 24 per cent of the market) has offered. Wyeth have one advantage over Cow & Gate and Milupa the other leading brands, as they are the only producers in the UK. Cow & Gate manufacture in Ireland and Milupa supplies from France.

□ A report in the *Daily Telegraph* (January 22) says Boots is continuing its with its "modest acquisition plans" of pharmaceutical or consumer product companies in Europe or USA, on failing these, an overseas retailing business. But it says that rumours in the City indicate Boots itself might be the object of a takeover bid with Dee Corporation or Hanson Trust quoted as possible purchasers.

## Results 'boost' for Macarthys

Macarthys have released half-year results which, they say, prove their case in the takeover battle with bidders Jadelle Ltd.

The company claims an 18 per cent rise in pre-tax profits in the six months to October 31, 1985, as compared with the same period in 1984. Chairman Albert Slow says the figure of £2.5m (1984: £2.1m) confirms the success of Macarthys' revamping programme over the past year.

Pharmaceutical distribution saw a rise in profits to £1.68m compared with £1.57m in 1984. Sales figures show a drop from the previous year's £113.9m to £106.7m in 1985. Figures for pharmaceutical manufacturing give a profit increase of £140,000 to £364,000, and sales go up from £3.06m to £3.25m.

Mr Slow claims an improvement for all divisions except surgical — which saw a £140,000 profit drop to £214,000, and where aggressive price competition in disposables is blamed.

The company has now announced it will be "rationalising" the range of goods carried by the wholesaling operation. Group managing director Michael Bridger says this will mean analysing past trends and matching future stock requirements to local chemists' needs. "We've always prided ourselves on a very wide range in every depot, and now we're just saying, 'Let's look at each individual area and look at the movement of that stock.'"

Jadelle Ltd, a company formed by investment trust clients of John Govett & Co, announced their offer for Macarthys at the beginning of the month (see *C&D*, January 11). The name of the executive aiming for company chairmanship in the event of a takeover has been officially released. He is Nick Ward, chairman of Gordon Drummond and a member of the Martin Retail Group board. Mr Ward commented: "We see Macarthys as a good company which has been performing badly over the years. I have been involved in running business in pharmacy for five years and I'm fully aware of what is required. The record of the existing management speaks for itself; it's time for a change."

The small business action kit offers advice on setting up and small firms. The authors are Edward Blackwell, Andrew Haldane and John Rosthorn, and the kit is published by Kogan Page (£9.95).

## Searle to close R&D at High Wycombe — 300 jobs go

G.D. Searle are to stop their pre-clinical research and development activity in High Wycombe by the end of June. The company intends to sell the High Wycombe facility and relocate the clinical research and UK business operations in the area.

Some 300 jobs, 50 per cent of which are described as "scientific" — mainly chemists — will be lost. Searle's major manufacturing complex in Morpeth, which exports to more than 100 countries, will not be affected.

The move is part of the consolidation of the research and development resources of Searle and Monsanto following the latter's purchase of Searle in October. Monsanto facilities in the USA and Belgium have been added to the Searle R&D division, and preclinical research will now be undertaken by the group in the USA, Belgium, France and Japan.

A spokesman for Searle told *C&D* that government policy towards the pharmaceutical industry was not the prime factor, "but it was a substantial element in the decision making".

"Where we have a major commitment, we take into consideration the political and economic climate. The UK government

has decided to adopt certain policies which were not, in our view, supportive of the pharmaceutical industry". He said that the company had received little recognition for the £20m investment in new technology at the Morpeth plant as recently as June last year.

Peter Lumley, spokesman for the Association of the British Pharmaceutical Industry, said it regretted the Searle decision. "It really does bear out the many warnings we have given that government policy was bound to affect companies' investment in the UK".

Mr Lumley estimates that over 2,000 jobs have been lost as a result of cancelled investment, plant closures and other cutbacks arising from the cuts in profitability under the Pharmaceutical Price Regulation Scheme and the limited list over the last 12 months.

Among the companies who have announced cuts are Wyeth (250 jobs gone from production cuts), Warner-Lambert (400 jobs lost in closure at Eastleigh), Roche (around 200 jobs lost because of cuts following the limited list), Eli Lilly (projects earmarked for Speke going to Italy), A.H. Robins (sale of manufacturing plant and cancellation of proposed R&D plant at Langhurst) and Pfizer (£20m cuts in production at Sandwich).

## Benefits cut in Government Bill

Reduced short-term benefits — now paid to people who can't pay full national insurance contributions — are being stopped under the Government's Social Security Bill, published on January 17.

Tony Newton, Minister for Social Security, called the reduced rates "an unjustified complication of the system" in a reply to John Hannam, MP for Exeter, and said cuts should save about £20m in a year.

To qualify for full short-term benefits, claimants must currently pay contributions on at least £1,775 earnings in the year. People who can't meet this amount, and have contributed on pay of £887.50 or more, get half rate benefit (£15.23). Those who pay on £1,331.25 or more get three-quarter rate (£22.84). These reduced rates will be the ones to go.

Mr Newton claimed over half the

recipients of reduced benefits see no financial advantage, because they also get supplementary benefit. He said the rest of the recipients probably have their own resources, or have a working partner.

## 'No clash' says Wellcome head

Wellcome chairman Alfred Shepperd has denied reports that a clash over the succession to his post led to the resignation of the American arm's top executive.

Speaking at a Press conference to introduce Wellcome's "pathfinder" prospectus, Mr Shepperd said he had not discussed the question of succession with William Sullivan, chairman of Burroughs Wellcome (see *C&D* last week). Mr Sullivan's resignation has come just before the Foundation goes public, making its stock market debut on February 14 — 25 per cent of the equity is to be sold.

Mr Shepperd was commenting on Press speculation that the surprise move reflected resentment among the American executives that they did not have more of a role in running the company. Burroughs Wellcome has one representative on the main board. America contributed the major part of the group's record profits in 1985.

Wellcome's share price will be announced on January 29, and applications must be in by February 7.

The Co-op says most of its customers do not want shops open all day Sunday. Only 90 of the 600 customers questioned approved of all-day Sunday opening. Over a quarter favoured morning-only shopping. But over half the Co-op customers said they would do some shopping on Sundays if they could. Under 35s and working couples are more likely to shop on Sundays.

## COMING EVENTS

**Monday, January 27**

**Blackpool and District Branch, Pharmaceutical Society.** Postgraduate Medical Centre, Victoria Hospital, at 7.45pm. Mr J Ashford, pharmaceutical officer will be the speaker.

**Swindon and District Branch Pharmaceutical Society.** The Kings Arms Hotel, Wood Street, Swindon, at 8pm. Dr Collins, Regional Blood Transfusion Centre, Oxford will be the speaker.

**Wednesday, January 29**

**Hull Pharmacists' Association.** Grange Park Hotel, 7.30pm. Annual dinner dance.

**Thursday, January 30**

**Bath and District Branch, Pharmaceutical Society.** School of Pharmacy and Pharmacology, Bath University at 8pm. Dr S Pleece, Department of Pharmacology, Sunderland Polytechnic on "Obesity — its complications and treatment".

**Advance Information**

**Leicestershire Branch, Pharmaceutical Society.** postgraduate medical centre, Leicester Royal Infirmary,

Monday, February 17 and 24 and March 3 and 17. Series of postgraduate lectures "Health education in Leicestershire", "The pharmacist as a health educator", "The pharmacist as a health educator in family planning" and "Drugs in breast milk". Further information from Michael J.S. Burden, 105 Scripto Lane, Leicester (tel 767694)

**BIR** one-day meeting, "DNA — From Recombination to Registration", The Royal Overseas League, London on Thursday, March 13 1986. Further information from The Secretary, The British Institute of Regulatory Affairs, Drayton House, 30 Gordon Street, London WC1H 0AX

**UKCPA** day symposium and annual general meeting, clinical sciences building, St James's University Hospital, Leeds, Saturday, March 15 1986 at 10.30am for symposium and 3.15pm for the meeting. The symposium is "Problems in Arthritic Disease". Registration £5. Further information from Mr M.J.S. Burden, district pharmaceutical officer, 73 Aylestone Road, Leicester LE2 7LL (tel 0533 552020)

**Welsh Committee for Postgraduate Pharmaceutical Education.** four evening lectures, Gwent Headquarters, British Red Cross, 35 Stow Park Circle, Newport, Wednesday, January 29, February 12 and 26 and March 12 1986 at 8pm. "Conditions of the respiratory tract and their treatment". Further information from Dr K.C. James, Welsh School of Pharmacy, UWIST, Po Box 13, Cardiff CF1 3XF (tel 0222 42588)

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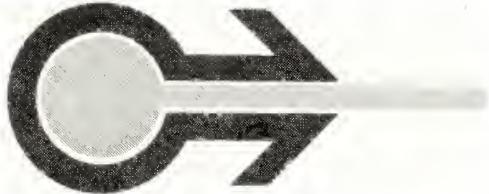
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Application forms and job descriptions available from the Personnel Department, Kingston Hospital, Galsworthy Road, Kingston upon Thames, Surrey. Tel: 01-546 7711 ext 570/1.

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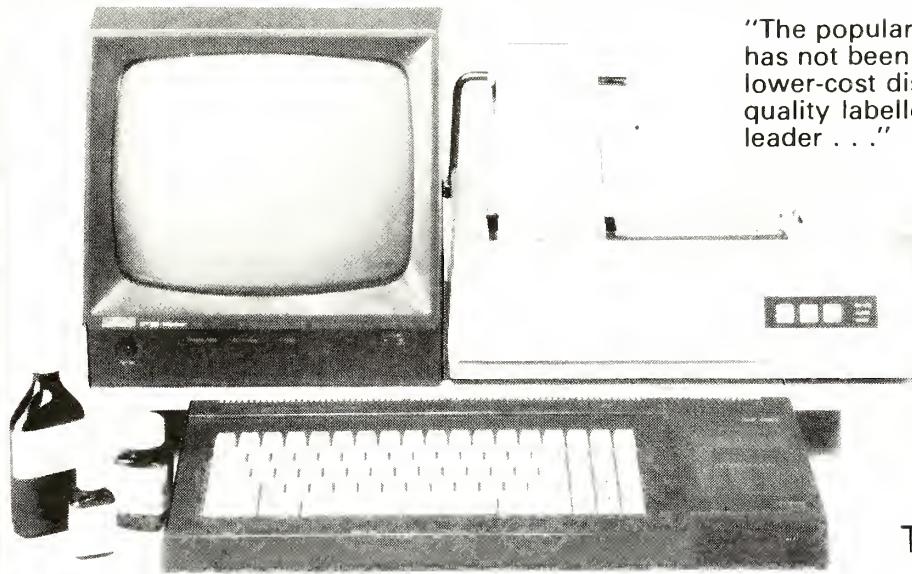
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**BOX C&D 3157**

## Wells moves to the top at CAP

John Wells, FPS, executive director of the Proprietary Association of Great Britain, has been elected vice-chairman of the British Code of Advertising Practice Committee for 1986.



Mr Wells has been a member of the CAP Committee since 1971 and a member of its health and nutrition sub-committee. He is also a member of the Incorporated Society of British Advertisers

Advertising and Practice Committee and of the International Affairs Committee of the Advertising Association.

At the end of a year in office, the vice-chairman of CAP assumes the chairmanship for two years.

## Lice aren't nice

A campaign against head lice, run by the Wirral Branch of the Pharmaceutical Society in conjunction with the Wirral Health Authority, seems to have been a success.

The campaign, organised for the first week of the new school term, involved the distribution of leaflets to all pharmacies in



Pharmacist Marjorie Tomalin, manageress of Numark Chemists Rochmills of Moulton, Northamptonshire is pictured second left, being congratulated by Mars' Nick Whitelock for winning £100-worth of Mars stock and a dump bin for the pharmacy by guessing how many Mars were contained in a dump bin. Her assistant, Cheryl Mann who helped her guess the correct number is pictured at the rear beside Mr Wright from Macarthys' Weedon depot.

the area detailing treatment and advice. And a poster campaign in all surgeries and health centres recommends the public seek advice and treatment from their doctor, community health council or local pharmacist.

"We wanted to get the public to recognise that head lice is still a problem. We had a lot of co-operation from the community nurses, who are busy with the problem at the start of term," branch public relations officer Miss Barbara Payne told *C&D*. "And one of the local papers, the *Wirral Globe*, did a nice half page piece on the campaign".

## APPOINTMENTS

**A. H. Robins Co Ltd:** John Lawson has been appointed director of consumer products.

**Beecham:** Mr Donald McLure is retiring as chairman of the cosmetics and home improvements division. Mr Edward Bond, currently group finance director, will take his place.

**Cox Pharmaceuticals:** Colin Fearon is appointed commercial manager and Peter Marley joins the company as sales operations manager.

**Procter and Gamble Ltd:** Owen Butler is retiring as chairman and is replaced by John Smale, currently chief executive for five. John Pepper, responsible for consumer products, is the new president.

**Smith Kline & French Laboratories Ltd:** Alan Saunders, MPS, has been appointed vice president, marketing UK. He joined the company as a production pharmacist in 1964 after graduating from Chelsea College School of Pharmacy. After various positions within the company, he joined the board in April 1982.

**Reckitt and Coleman:** Sir James Cleminson is retiring as chairman. Sir Michael Coleman, presently group director of finance, will take his place. His position will be filled by Mr I. G. Dobbie, at present regional director Europe who is also appointed to the board from May. The Earl of Granard, a non-executive director, will retire from the board at the next AGM.

## Brunt attack

Mr James Brunt, a member of the Society's Council, has gone on the offensive against dispensing doctors in a letter published in *Doctor* magazine this week.

Mr Brunt admits to a limited need for dispensing doctors in "truly rural areas", but he says: "Advantage has been taken of out-of-date criteria fuelled by financial avarice with the result that such practices can be found either in or adjacent to high streets containing pharmacies established years ago".



A London pharmacist was flying high after being presented with a time-share villa holiday in Marbella Village on the Costa del Sol. Vijaykumar Morzaria, of KMR Chemist, Kendal Rise, won first prize in the Vestric/Elida Gibbs "Spot the ball" competition and is now the owner of a fortnight's holiday every year for ever. Vestric's managing director, Peter Waring (right), handed over the key of the door

## A bit fishy...

Dan Dale Alexander, alias the "Cod Father", was reported to be appearing on *Wogan* on BBC TV on Wednesday.

A countrywide tour some years ago led to out of stocks of cod liver oil in chemists everywhere, according to a spokesman for Seven Seas. Apparently Mr Alexander is very good at promoting its benefits.

While the company admits to some involvement with his previous trip, it has nothing to do with this one, but thought that chemists might just like to know about it...

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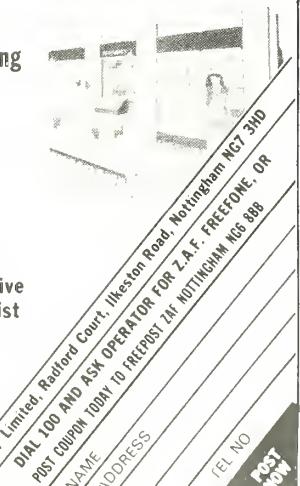
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